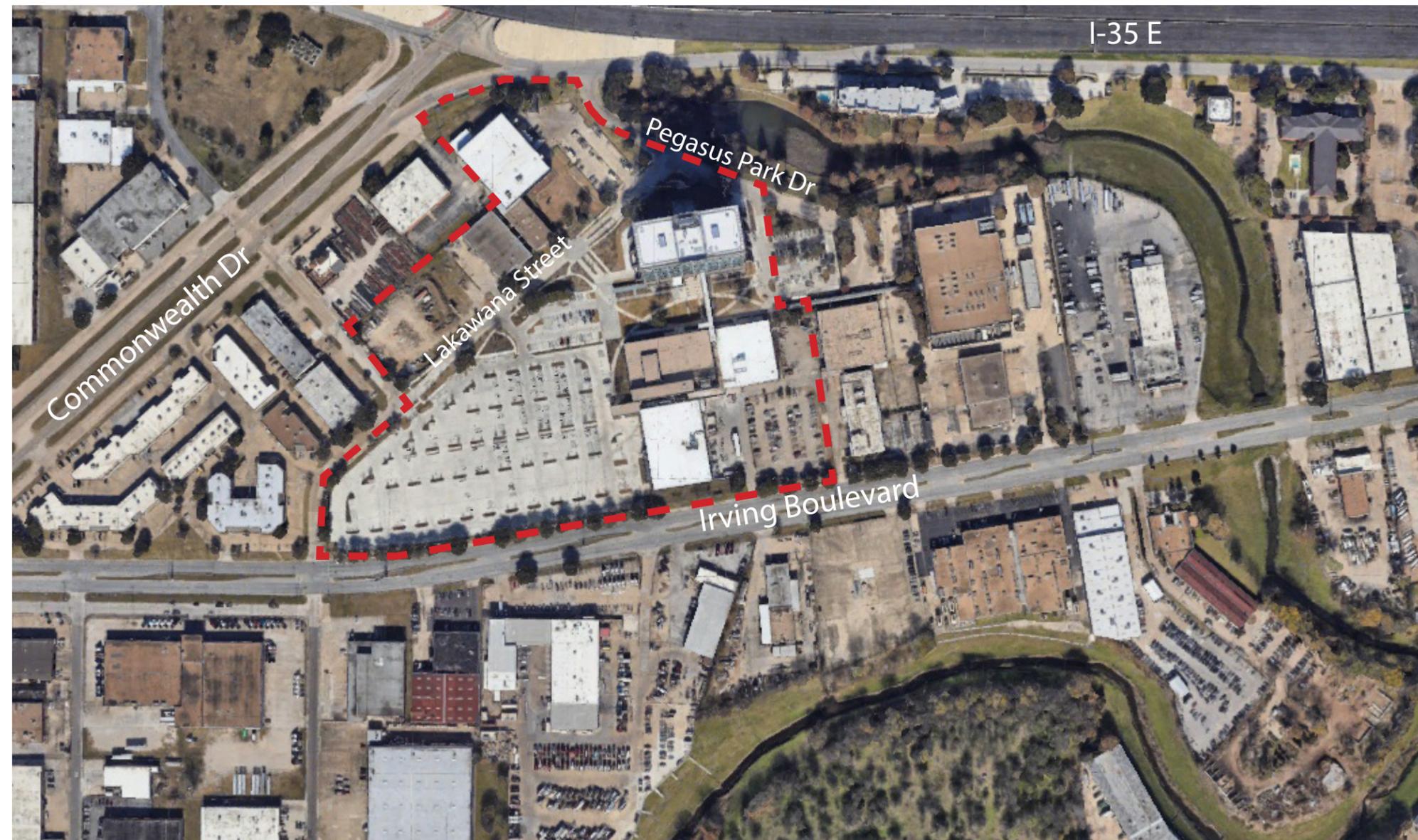


## Applicable Urban Design Priorities that Project Should Achieve

- [1] Consider how improvements to Buildings 2 & 3 and adjacent courtyard space can strategically accommodate and advance larger campus improvements in future phases.  
Pedestrian and open space amenity upgrades should be designed to improve additional use of connecting courtyard space and facilitate safe and convenient circulation between buildings, adjacent brewery and bus stop on Irvin Blvd. Loading and service should be located with an eye towards the larger campus goal of developing a vehicle-free central quad.
- [2] Future phase development will provide an opportunity to rethink the site's framework and overall circulation.  
Explore how programming of new buildings and improved vehicular and pedestrian circulation can lead to growth of a walkable campus encouraging the use of comfortable outdoor space, surrounding open space and amenities, access to nearby public transportation and SWMD shuttle service.
- [3] As part of a transitioning industrial area within close proximity to major job centers, future phase development can play a critical role in activating and welcoming pedestrian use on Irving Blvd, Lakawana St. and future internal streets and pathways setting the tone for similar improvements to neighboring properties in the future.  
Campus and individual building access points should be carefully considered to facilitate safe and convenient options for accessing the site and encouraging the use of public transportation and enjoying access to future trail, retail and residential growth in the area as an alternative to use of individual vehicles.
- [4] Consider how this first phase and future phase development can help support the City's iSWM and CECAP goals.  
Maximize opportunities to capture and reuse stormwater and reduce impact of impermeable surfaces in support of a healthy campus open space and tree plan that enhances the health and well being of Pegasus Park tenants and visitors.



## Policy References

Forward Dallas!  
Section 5 [urban design element]

## Context Description

Pegasus Park will be the first purpose-built life sciences and innovation campus in North Texas. Following the success of BioLabs' first non-coastal biotech incubator location at Pegasus Park, Phase 1 improvements include a conversion of Buildings 2 and 3 into lab ready multi-tenant spaces meeting demand for growth in the North Texas Life Science community with additional facade improvements.

Future phases will include new construction of lab and office space, amenitized open space, and parking structures replacing the existing surface parking fields in a 1.7M SF campus.

Pegasus Park Bridge Labs

Neighborhood:  
Between the Design District &  
Southwestern Medical District

Program:  
Medical Research / Office



# North Texas life science strengths & commercialization potential... by the numbers.

## The missing link: affordable lab ready facilities

### Healthcare & Research Framework

- 8 Major Health Systems
- Southwestern Medical District
- UT Southwestern leads globally in High-Impact Scientific Research



### NTX Life Science Companies

- 7 National Corporate Healthcare HQs
- 60 Established Life Science Companies
- 104 Life Science Startups



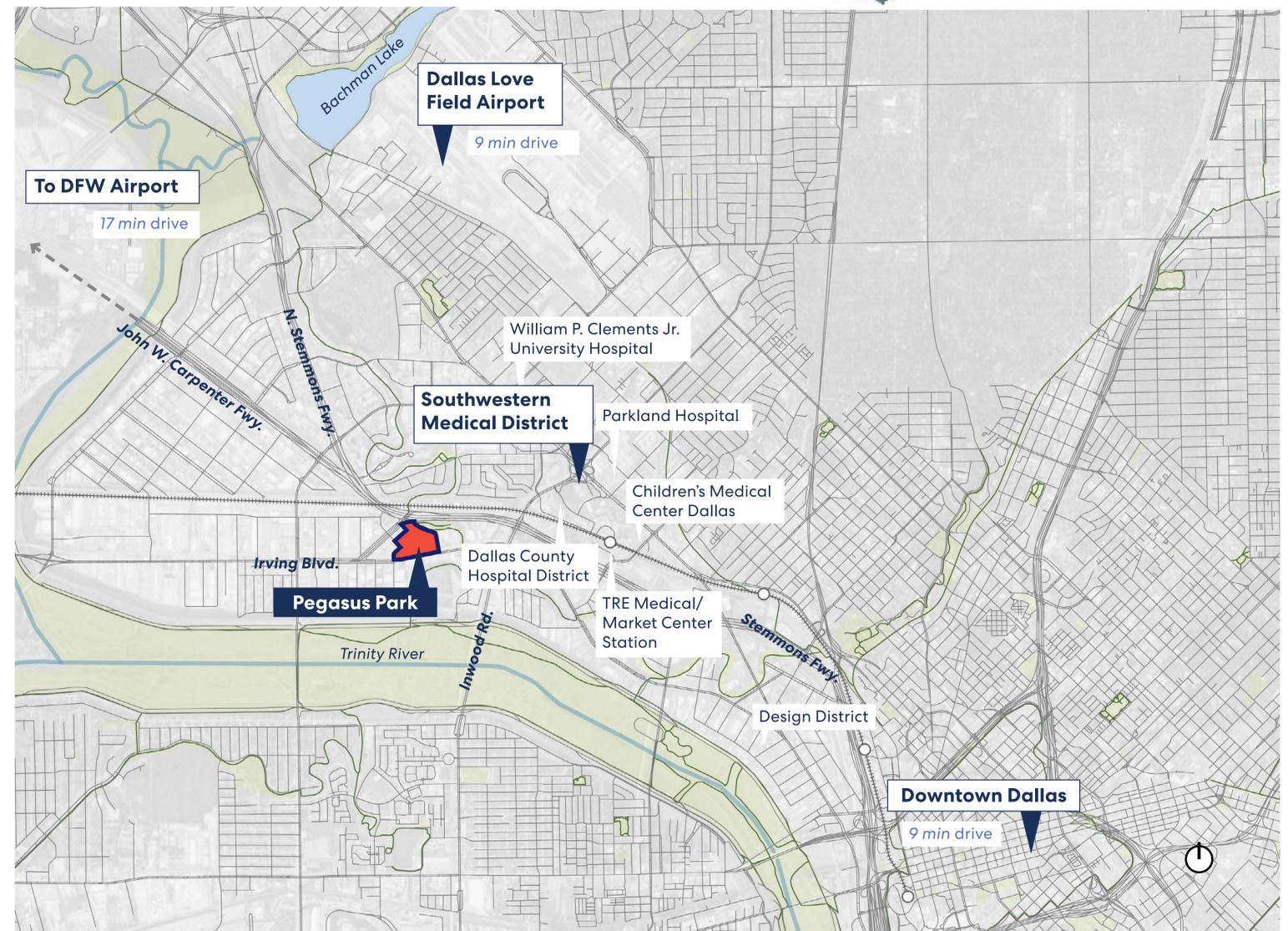
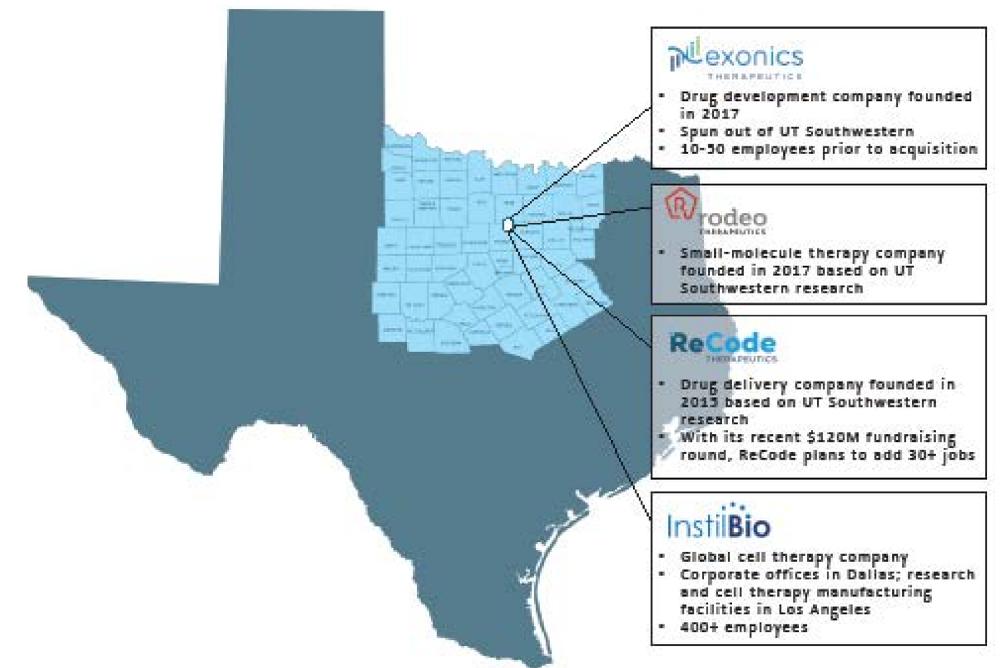
### Financial Capital

- \$4.4 Billion invested in Life Science companies (last 5yrs), 72% from out of state
- 52 Successful acquisitions & IPOs
- \$131M+ NIH Funding, \$72M + CRIT funding in 2021



### Access to Talent

- 50 Higher Education Institutions
- 3rd most US STEM & Healthcare Grads
- #1 for Net Migration & Job Creation





## Pegasus Park Life Science Entrepreneurial Hub: Completing Dallas' Medical/ Life Sciences Institutional Cluster

Pegasus Park's Life Science Ecosystem Placemaking has begun

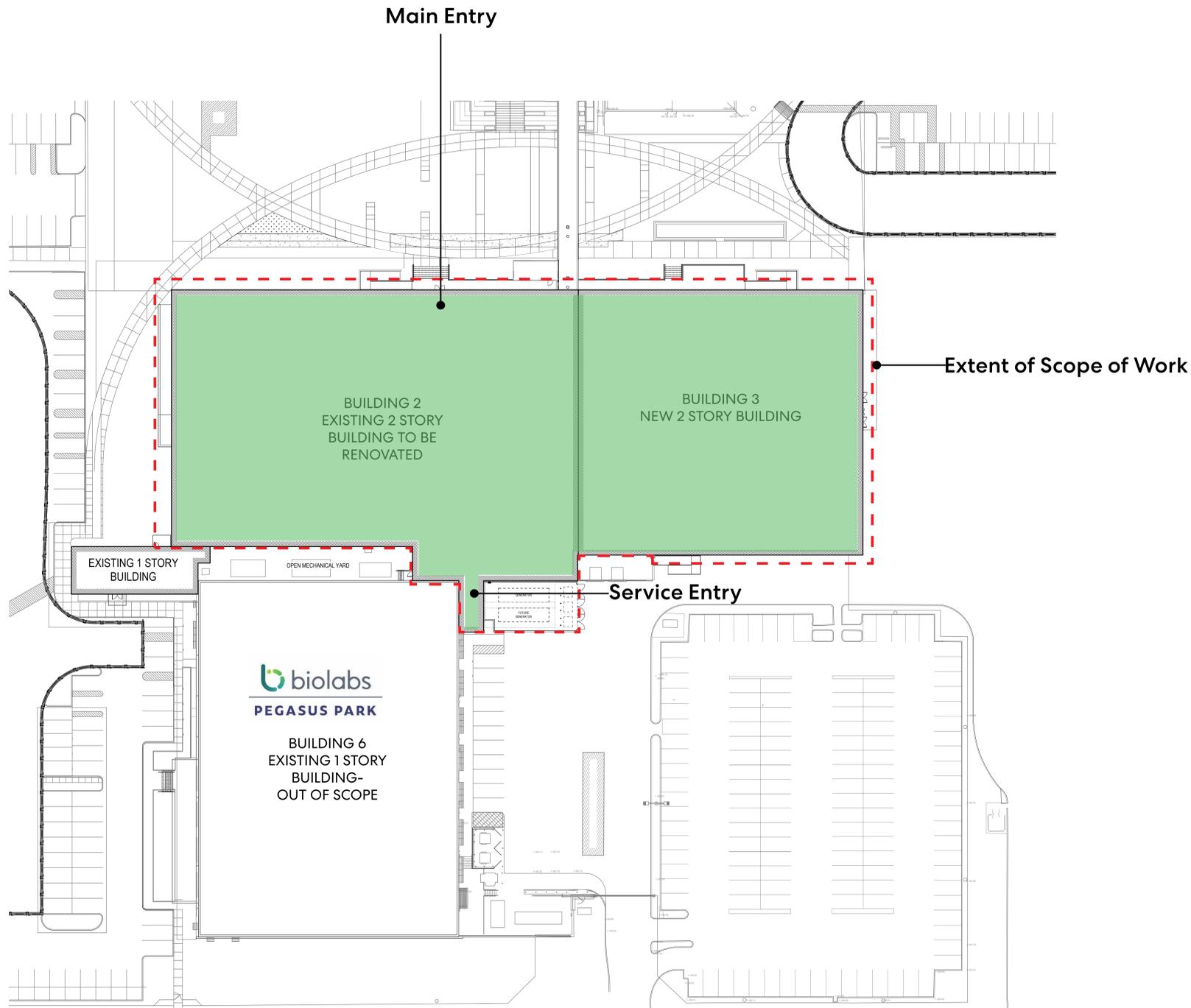


# Illustrative Site Plan



- 1. Entry Plaza
- 2. Multipurpose Lawn
- 3. Seating Terrace
- 4. Rain Garden
- 5. Green Corridor
- 6. Beer Garden
- 7. Curbless Driveway
- 8. Work Pod
- 9. Lake Overlook
- 10. Terrace

# Proposed Building 2&3



Proposed Site Plan



Aerial View

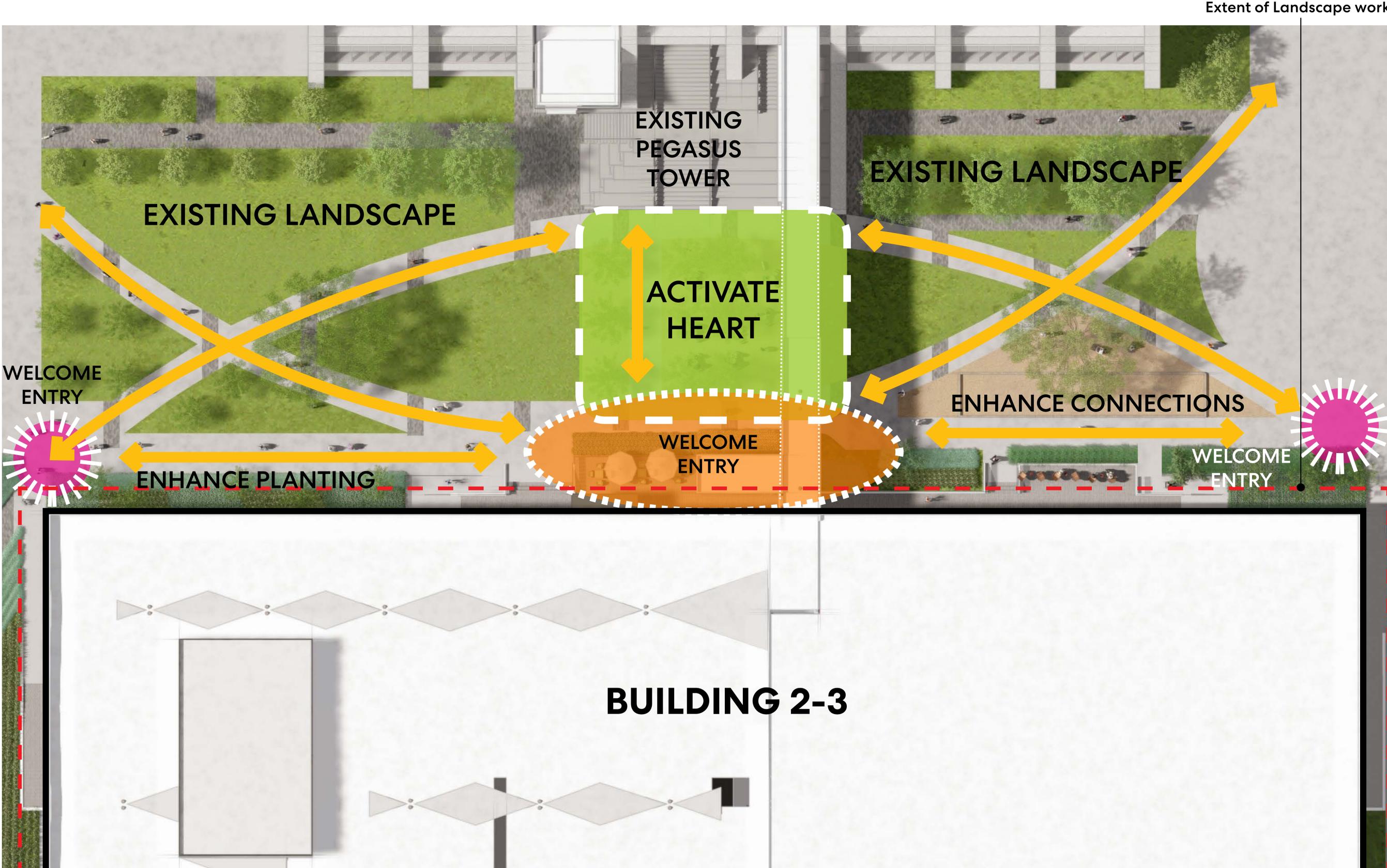


View from NW Corner

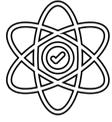


Under Canopy View of Lobby Entry

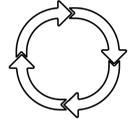
# Proposed Building 2&3 Landscape



# Urban Design Framework



Create a best-in-class life sciences ecosystem



Foster continued growth and expansion by creating a life science ecosystem that can service the full life cycle of companies



Create a dynamic destination with forward-thinking place-making and open space design



Curated campus with retail and amenities that attract the innovators and leaders



Focus on transportation, connectivity and parking strategies, particularly as it relates to UT Southwestern's campus



Focus on pedestrian-orientation and experiences as well as open space



Provide access to park setting and waterfront trails



Right-size the parking supply to attract desirable tenants without compromising the character of the place



Connected to the Public Realm



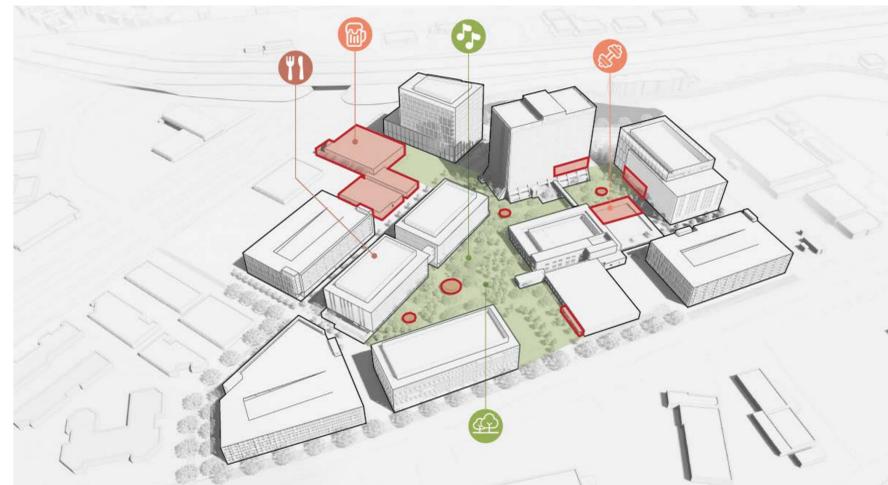
Connected to Natural Amenities



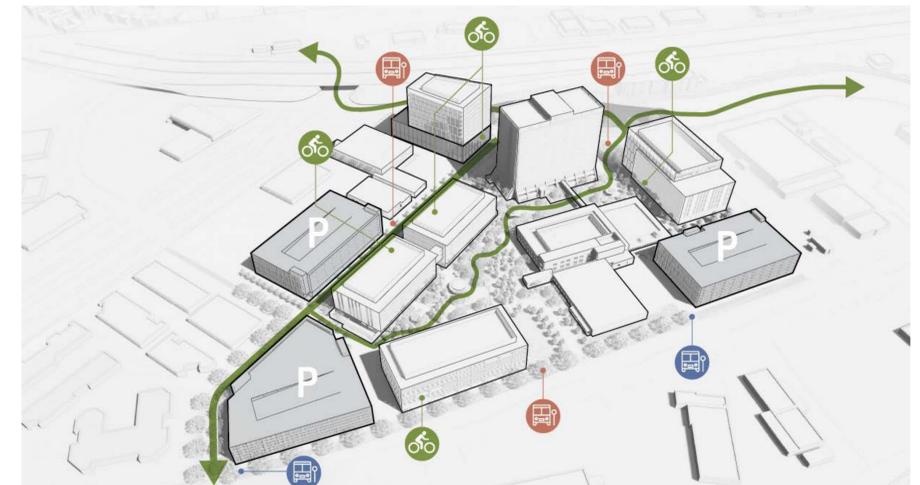
A Recognizable New Quad



A New Landmark for Dallas



Amenitized Public Realm



Connected and Accessible Campus

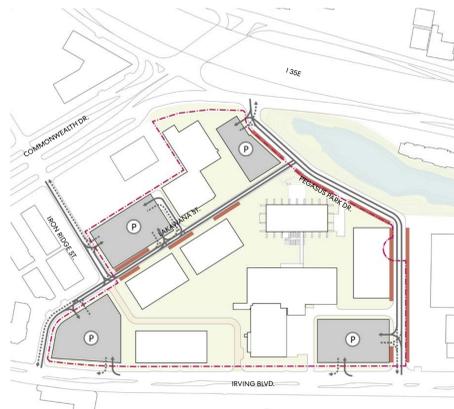
# Access & Circulation



- Street Hierarchy**
- Freeway / Expressway
  - Arterial
  - Local
  - Pedestrian Prioritized
  - Access/ Service
  - Signalized Intersection



- Pedestrian & Bicycle**
- Pedestrian Oriented Streets
  - Pedestrian Pathways
  - Proposed Bikeway (Class III)
  - Proposed Bike Path (Class I)
  - Planned Bike Path (Class I)



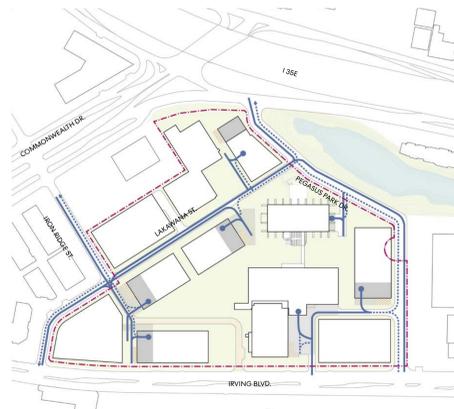
- Parking Access & Street Parking**
- Vehicular Access
  - Vehicular Egress
  - Street Parking



- Pick-Up & Drop-Off**
- Vehicular Access
  - Vehicular Egress
  - Pick-Up & Drop-Off Zone



- Public Transit & Shuttle**
- Bus Route
  - Bus Stop
  - Proposed Shuttle Route
  - Proposed Shuttle Stop

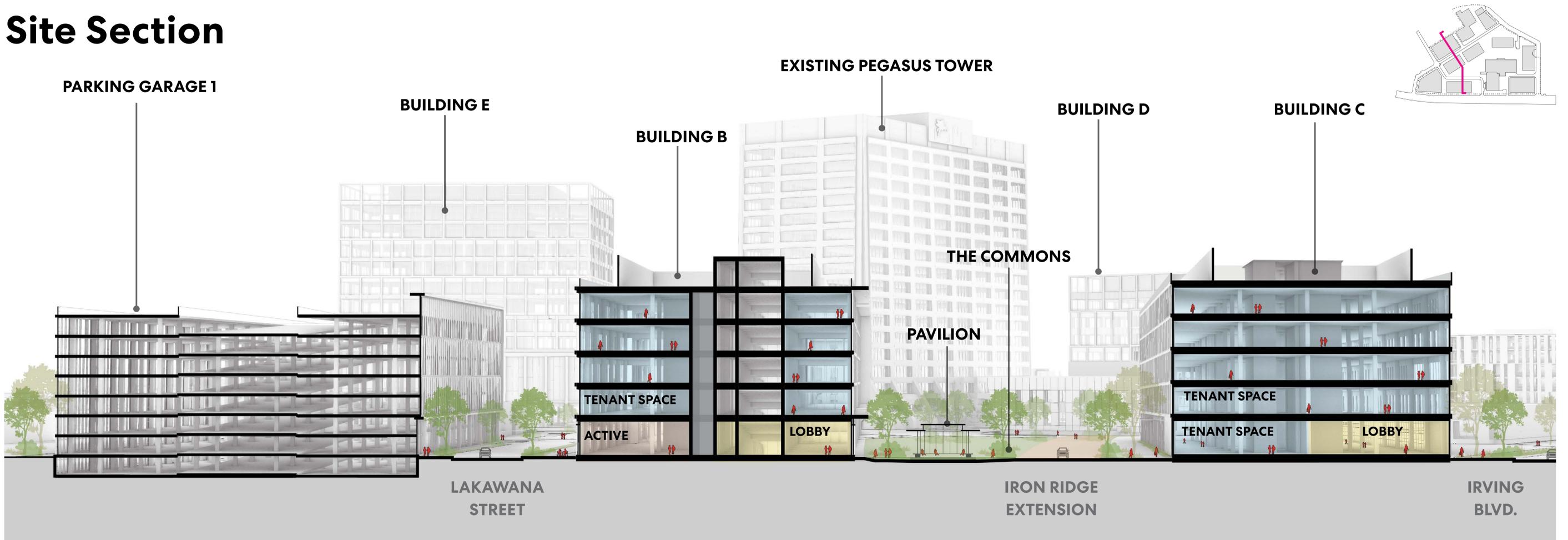


- Loading & Service**
- Vehicular Access
  - Vehicular Egress
  - Service Yard
  - Service & Loading Area



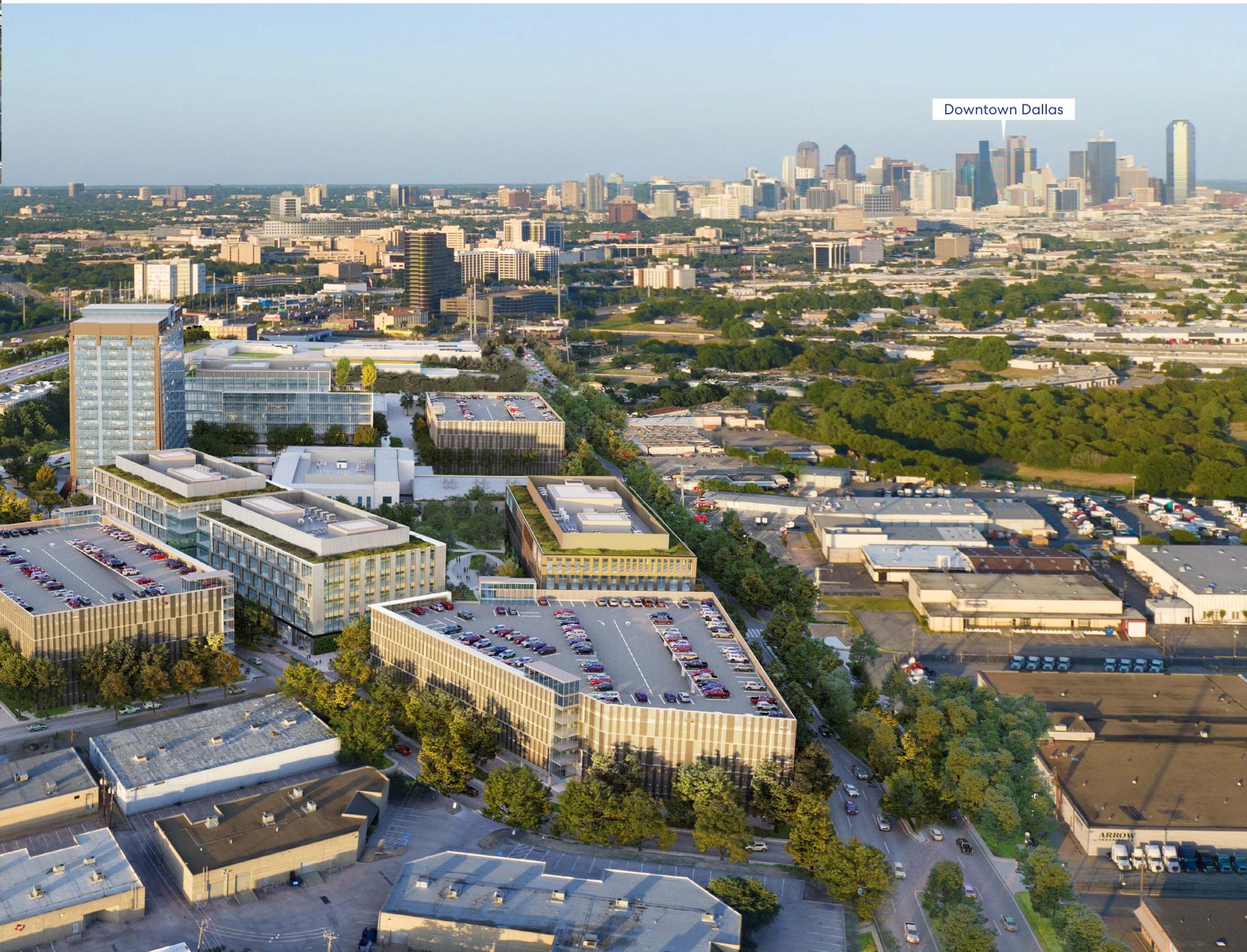


# Site Section





Southwestern Medical District



Downtown Dallas

Interstate 35E