

Applicable Urban Design Priorities Project Should Achieve

- [1]

Study opportunities to improve the connection into the site from Alpha Road, enhance that facade as a primary entrance, and better connect The Galleria to new development along that corridor.

Public realm and pedestrian improvements at the main entrance and along the improved internal road can serve as a strong link to the northern edge of the site and adjacent bus transit access.
- [2]

Improve pedestrian access under the Dallas North Tollway and into the site through enhanced public realm and sidewalk improvements.

Improvements such as lighting, wider sidewalks, and landscaping can help encourage walkability and improve the experience for pedestrians accessing The Galleria from existing multifamily and office on the western side of the Tollway.
- [3]

Explore ways in which to reimagine the surface parking lots along western side of the mall for temporary alternative uses or as future development sites.

The design of the materials, layout, and landscaping of the surface-level parking can allow for other uses, such as large outdoor public gatherings. The layout of the internal street grid can also help establish future development blocks.
- [4]

Design internal roadways to feel like urban streets, with enhanced streetscape and pedestrian amenities.

Attention to detail with material selection and careful scaling of the redesigned roadways will help facilitate a safer, more attractive pedestrian realm that helps activate the proposed open space and exterior-facing retail and restaurant uses.



Policy References

- Forward Dallas!  
Section 5 [urban design element]
- TIF Urban Design Guidelines  
Part III, Part IV [Mall Area Redevelopment TIF]
- Valley View - Galleria Area Plan

Context Description

The Galleria, built in 1982, has long been an iconic retail, shopping, and entertainment destination in North Dallas. Modern retail trends have changed and increased the demand for retail environments that provide more vibrant and public-oriented spaces. The redevelopment plans for the mall are intended to provide a diverse, sustainable mix of uses that transform the destination in a dynamic, mixed-use environment.

Primary considerations for this project include the design of all internal streets to create a vibrant, comfortable, and inviting public realm that improves connections to the west and the north in order to better engage with the surrounding neighborhood. Additional considerations include envisioning ways to treat surface-level parking to have multiple functions.

The Galleria

Neighborhood:  
Midtown  
North Dallas

Program:  
Commercial / Hotel / Open Space



# GALLERIA DALLAS REDEVELOPMENT

JANUARY 2020



Gensler



UBS

OMNIPLAN

TRADEMARK™

Kimley»Horn

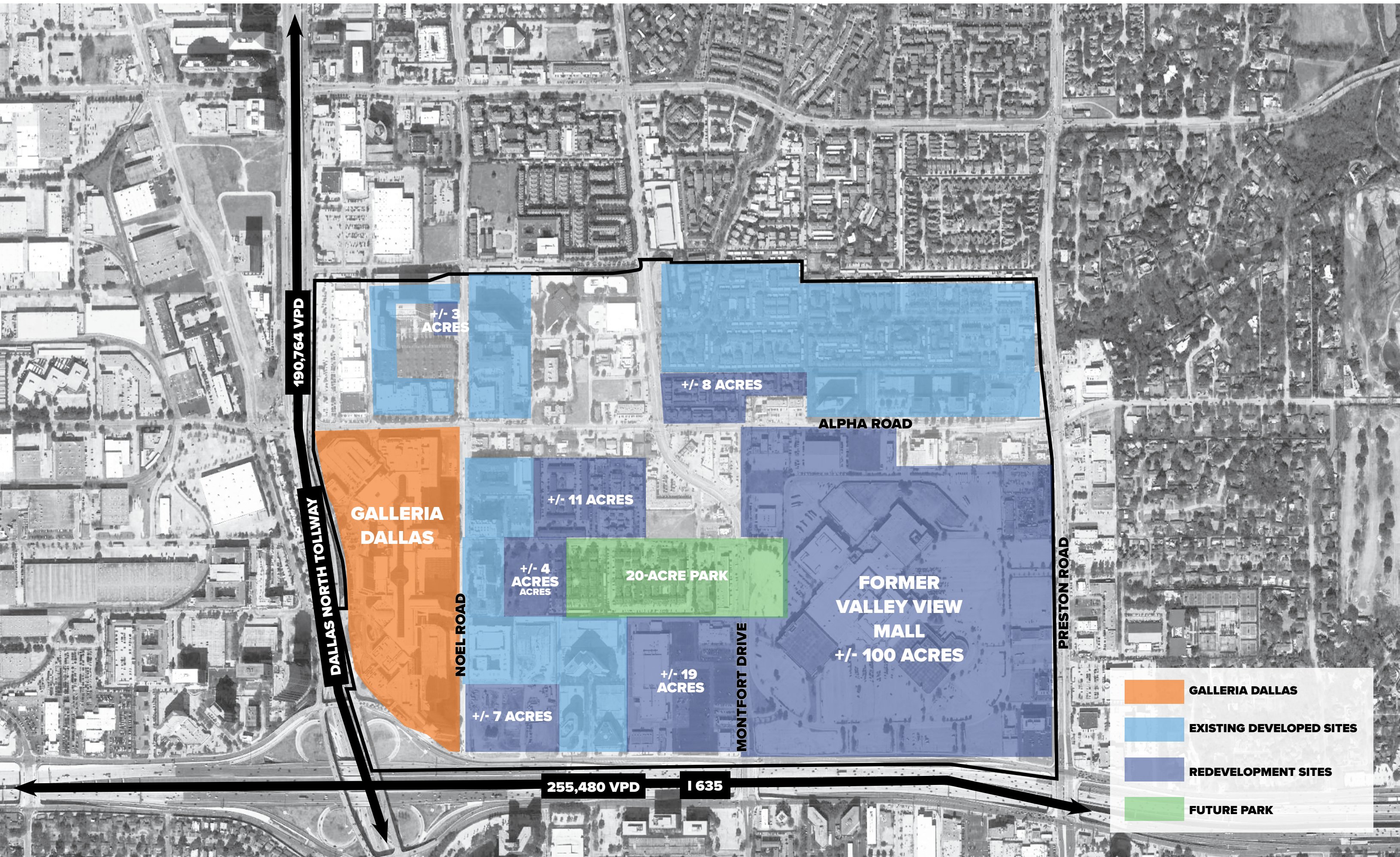


OJB









**GALLERIA DALLAS**

**EXISTING DEVELOPED SITES**

**REDEVELOPMENT SITES**

**FUTURE PARK**



# TRANSFORMATIONAL GOALS

- 1: FUTURE-PROOF, DE-RISK AND CREATE LONG-TERM VALUE.
- 2: CREATE OPPORTUNITY FOR A MORE DIVERSE AND SUSTAINABLE MIX OF USES.
- 3: CHANGE THE PERCEPTION FROM A CONVENTIONAL SHOPPING MALL TO MODERN DYNAMIC MIXED-USE ENVIRONMENT.

“TO BE THE CENTER OF THE NORTH DALLAS COMMUNITY & THE TOP VISITOR ATTRACTION”



# TRANSFORMATIONAL GOALS

## FUTURE PROOF & CREATE OPPORTUNITY



**EVOLVE BASED ON MARKET & CUSTOMER RESEARCH.**

**LESSEN FASHION & DEPARTMENT STORE RISK BY ADDING NON-FASHION USERS THAT THE COMMUNITY WANTS.**

**REDUCE SUPPLY & INCREASE QUALITY OF SHOP SPACE ELIMINATE LOW VALUE SPACE, ADD "A" SPACE.**

**IMPROVE GUEST EXPERIENCE & SERVICE THUS INCREASING DWELL TIME, VISIT FREQUENCY AND SALES. GUESTS VS CUSTOMERS.**

**INCORPORATE NEW TECHNOLOGY CUSTOMER DIGITAL INTERFACE SUCH AS PARKING MANAGEMENT AND EMERGING TECHNOLOGIES MAKING IT EASY TO USE.**

**ADD NEW USES CREATING A VIBRANT MIXED-USE DISTRICT.**

**DESTINATION WORTHY COMMON AREAS CULTIVATE PLACES FOR THE COMMUNITY TO GATHER YEAR ROUND.**

**EVENT SPACES & PROGRAMMING DRIVE INCOME AND COMMUNITY CONNECTION.**



# GALLERIA NOW VS TOMORROW

## TODAY

A GENERIC DESIGN THAT'S OUT OF STEP WITH CONSUMER EXPECTATIONS.

CONVENTIONAL MALL

HARD TO USE & UNDERSTAND

TRANSACTIONAL

UNINVITING

FORGOTTEN

DATED & DULL

COLD & UNINSPIRED

## TOMORROW

A DYNAMIC, ASPIRATIONAL EXPERIENCE REFLECTING CONTEMPORARY LIVING IN DALLAS.

MIXED-USE DISTRICT

SIMPLE & INTUITIVE

LEISURE DESTINATION

WELCOMING

CULTURALLY RELEVANT

MODERN & EVOLVED

WARM & ENGAGING



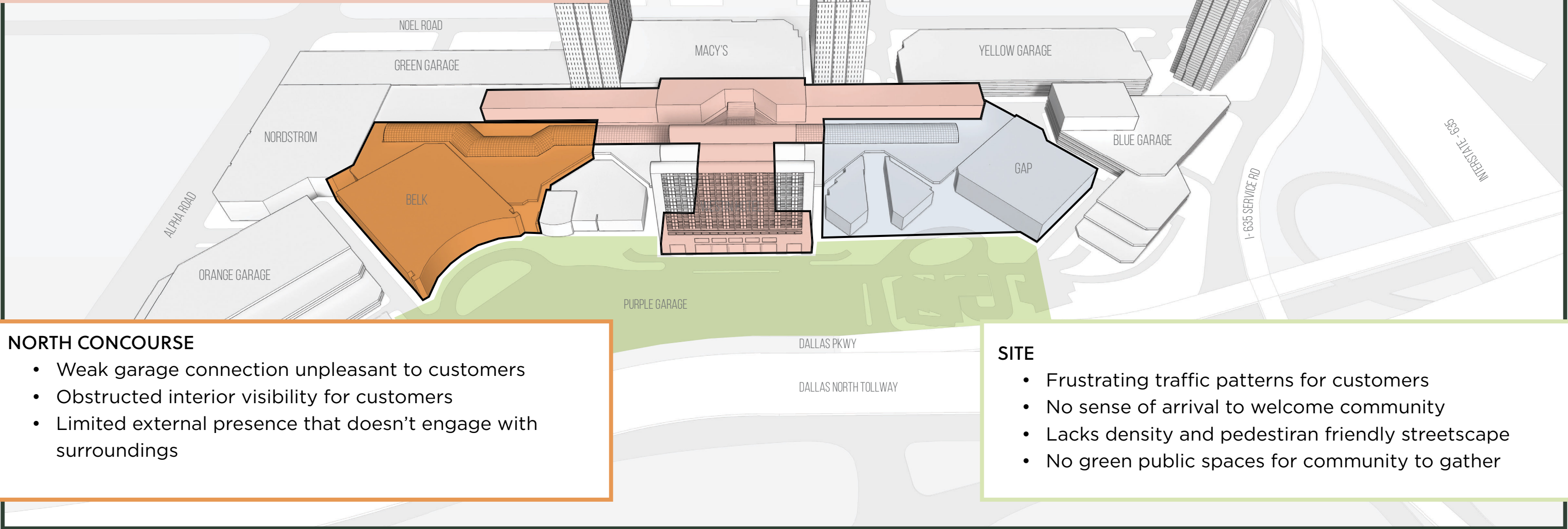
# EXISTING CONDITIONS

## CENTER CONCOURSE

- Weak pedestrian entry experience for customers
- Poor pedestrian connection from Westin and office for hotel guests and employees
- Ice Rink area is outdated and inflexible for additional community events
- No connection/entrance to old University Club GLA

## SOUTH CONCOURSE

- Weak pedestrian entry experience for customers
- Length of mall too long for comfortable customer experience and too much GLA
- Underutilized main-and-main real estate



## NORTH CONCOURSE

- Weak garage connection unpleasant to customers
- Obstructed interior visibility for customers
- Limited external presence that doesn't engage with surroundings

## SITE

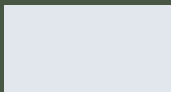
- Frustrating traffic patterns for customers
- No sense of arrival to welcome community
- Lacks density and pedestrian friendly streetscape
- No green public spaces for community to gather



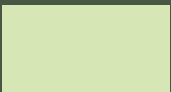
NORTH CONCOURSE



CENTER CONCOURSE



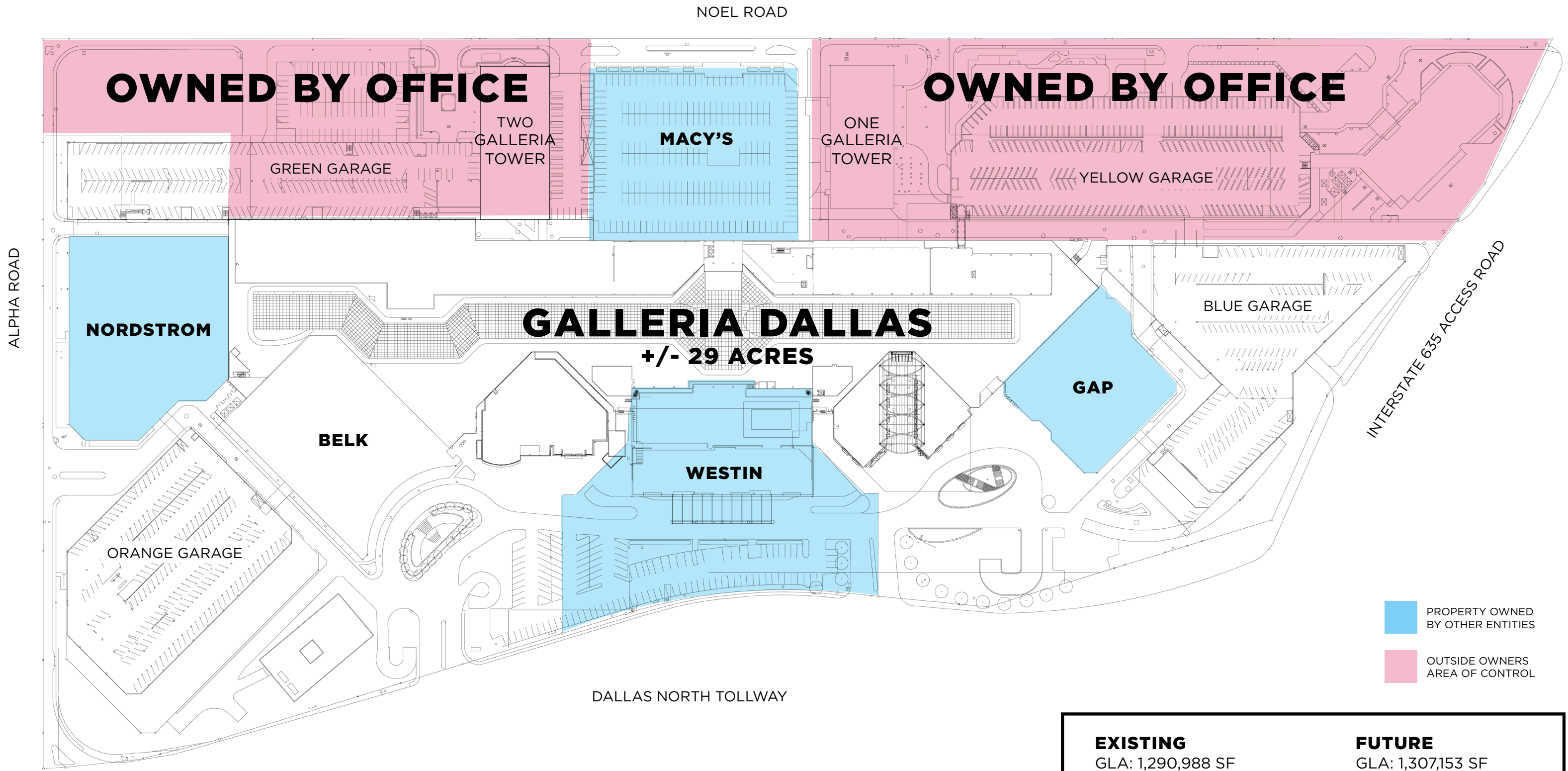
SOUTH CONCOURSE



SITE



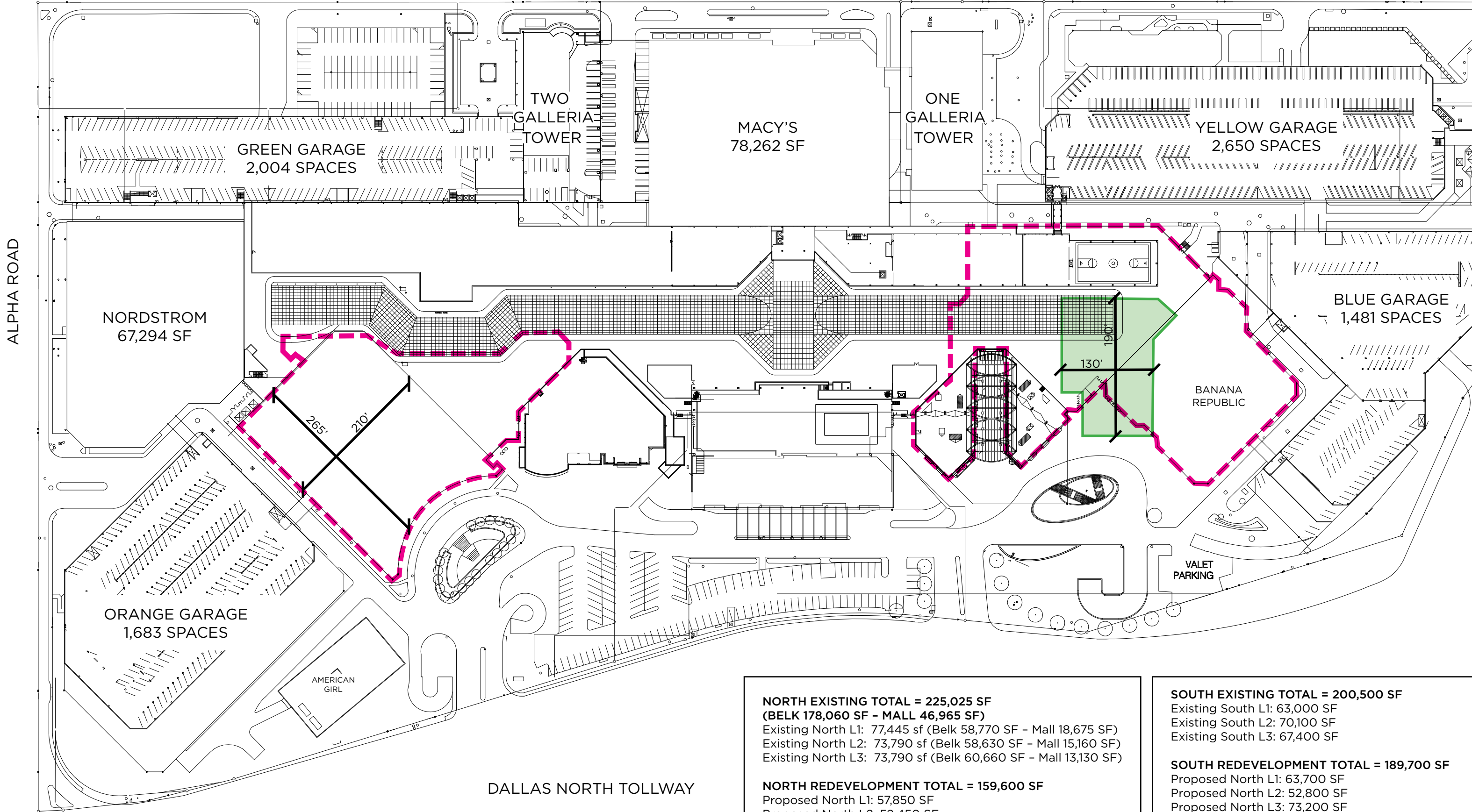
# EXISTING SITE PLAN



EXISTING	FUTURE
GLA: 1,290,988 SF	GLA: 1,307,153 SF
Parking Spaces: 9,625	Parking Spaces: 9,557
Public Spaces: 0 acres	Public Spaces: 2.1 acres



# EXISTING SITE PLAN



**NORTH EXISTING TOTAL = 225,025 SF**  
**(BELK 178,060 SF - MALL 46,965 SF)**  
Existing North L1: 77,445 sf (Belk 58,770 SF - Mall 18,675 SF)  
Existing North L2: 73,790 sf (Belk 58,630 SF - Mall 15,160 SF)  
Existing North L3: 73,790 sf (Belk 60,660 SF - Mall 13,130 SF)

**NORTH REDEVELOPMENT TOTAL = 159,600 SF**  
Proposed North L1: 57,850 SF  
Proposed North L2: 52,450 SF  
Proposed North L3: 49,300 SF

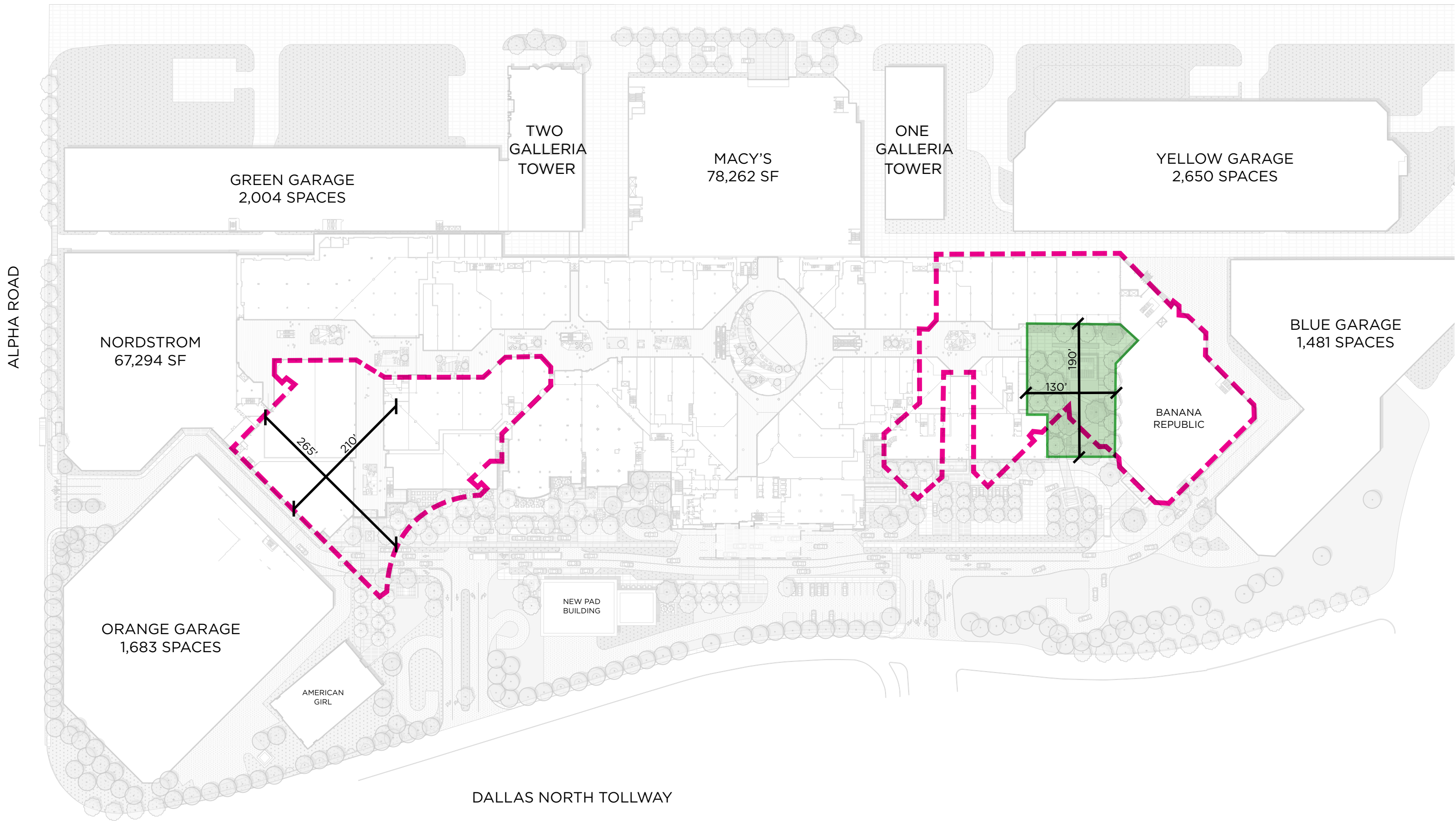
**SOUTH EXISTING TOTAL = 200,500 SF**  
Existing South L1: 63,000 SF  
Existing South L2: 70,100 SF  
Existing South L3: 67,400 SF

**SOUTH REDEVELOPMENT TOTAL = 189,700 SF**  
Proposed South L1: 63,700 SF  
Proposed South L2: 52,800 SF  
Proposed South L3: 73,200 SF

**SOUTH COURTYARD TOTAL = 0.53 ACRES = 23,200 SF**

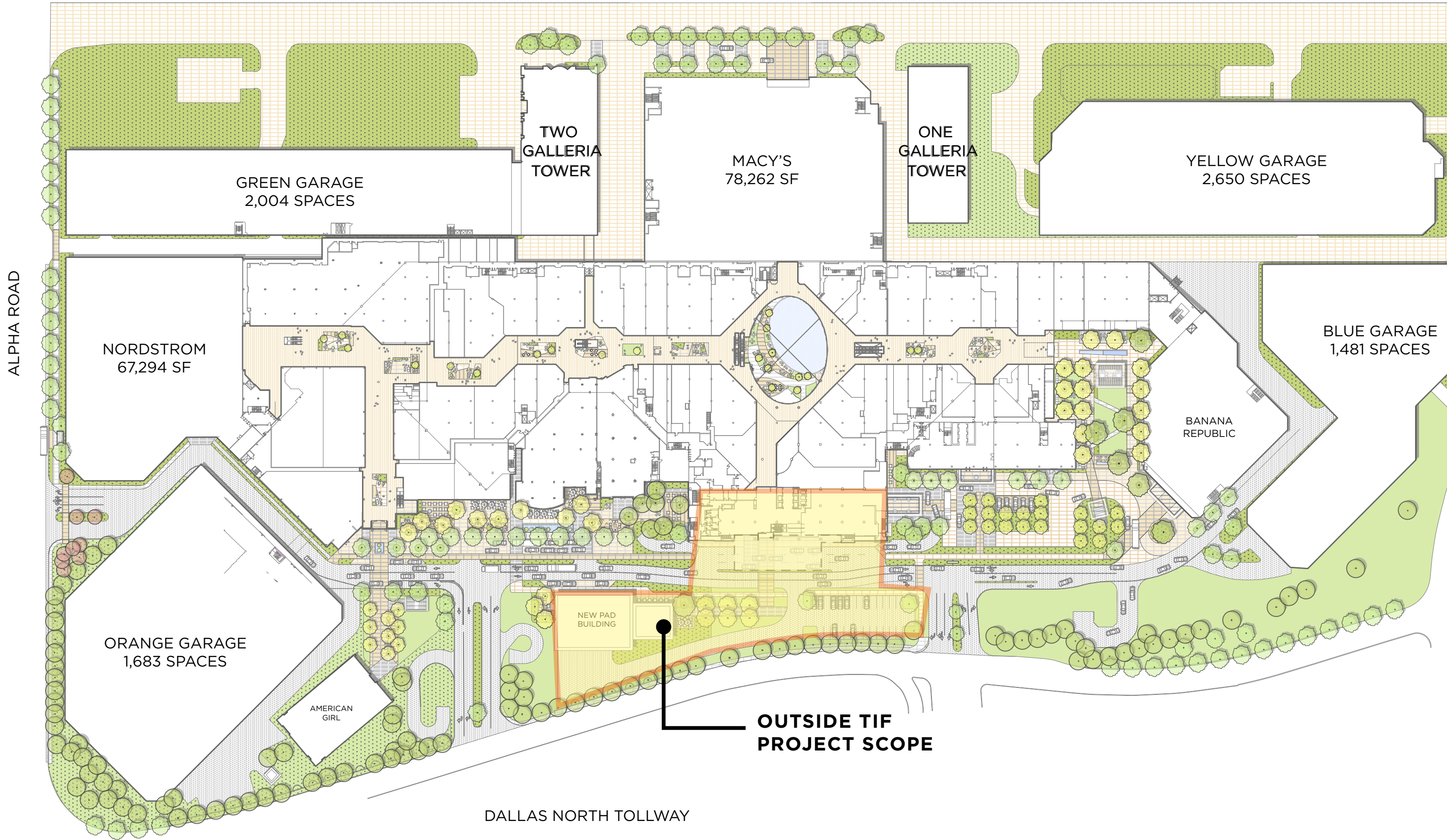


# PROPOSED SITE PLAN



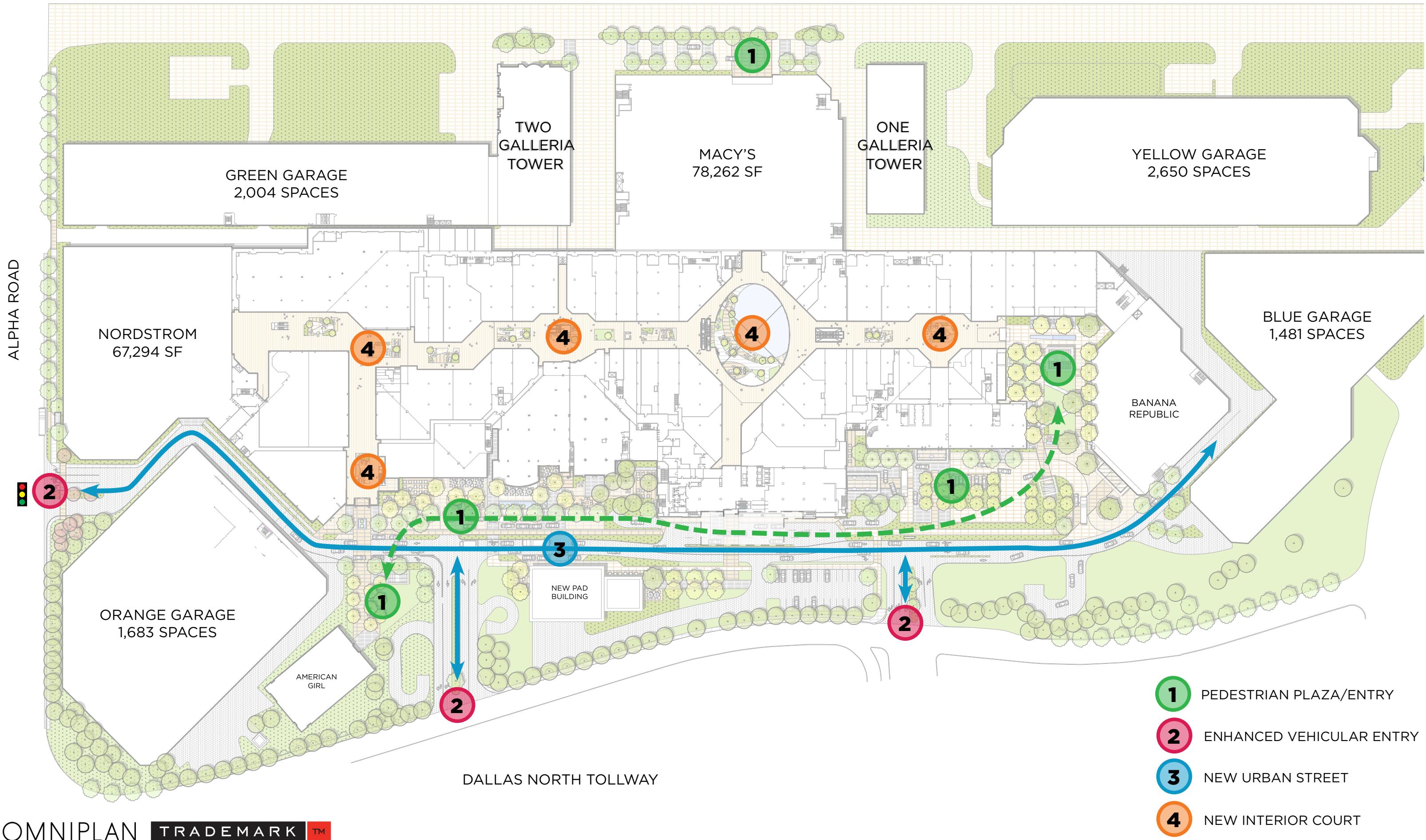


# PROPOSED SITE PLAN



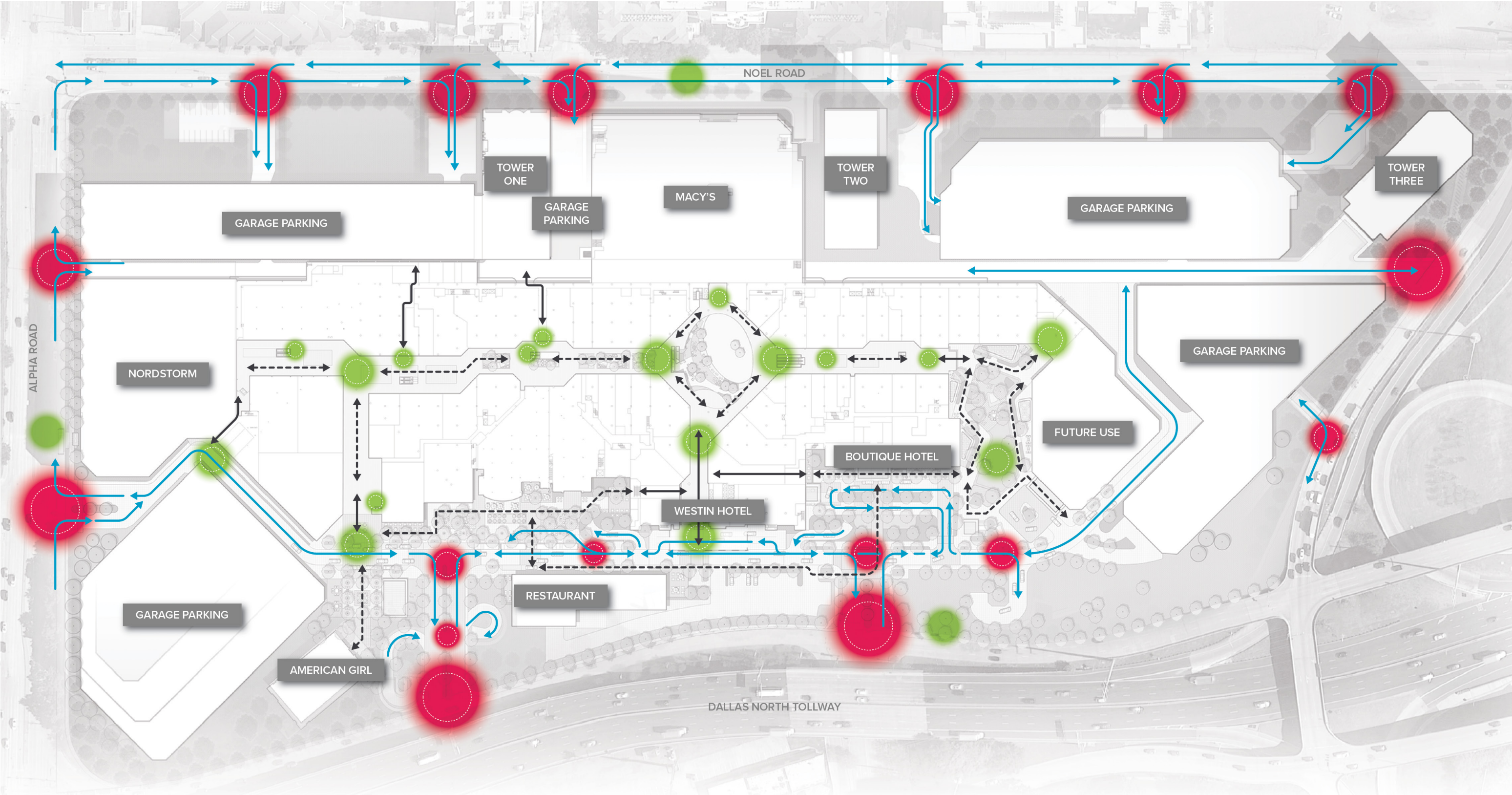


# PROPOSED SITE PLAN





# FLOW DIAGRAM | LEVEL ONE



### Vehicular Paths

The user's first experience centers on these channels of movement, we break them down into vehicular and pedestrian pathways.



### Vehicular Nodes

Nodes are points of intersection where the essence of place will concentrate. They are important decision making points.



### Pedestrian Paths

The user's first experience centers on these channels of movement, we break them down into vehicular and pedestrian pathways.



### Pedestrian Nodes

Nodes are points of intersection where the essence of place will concentrate. They are important decision making points.

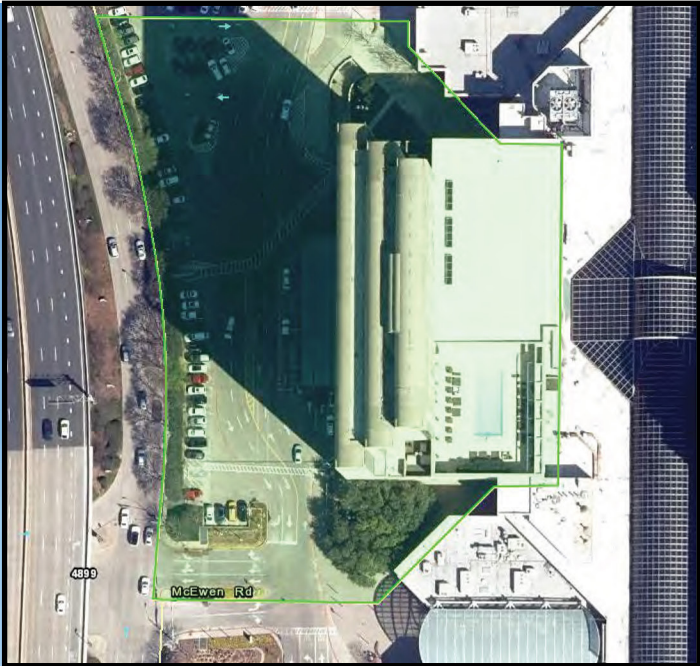


# EXISTING CONDITIONS

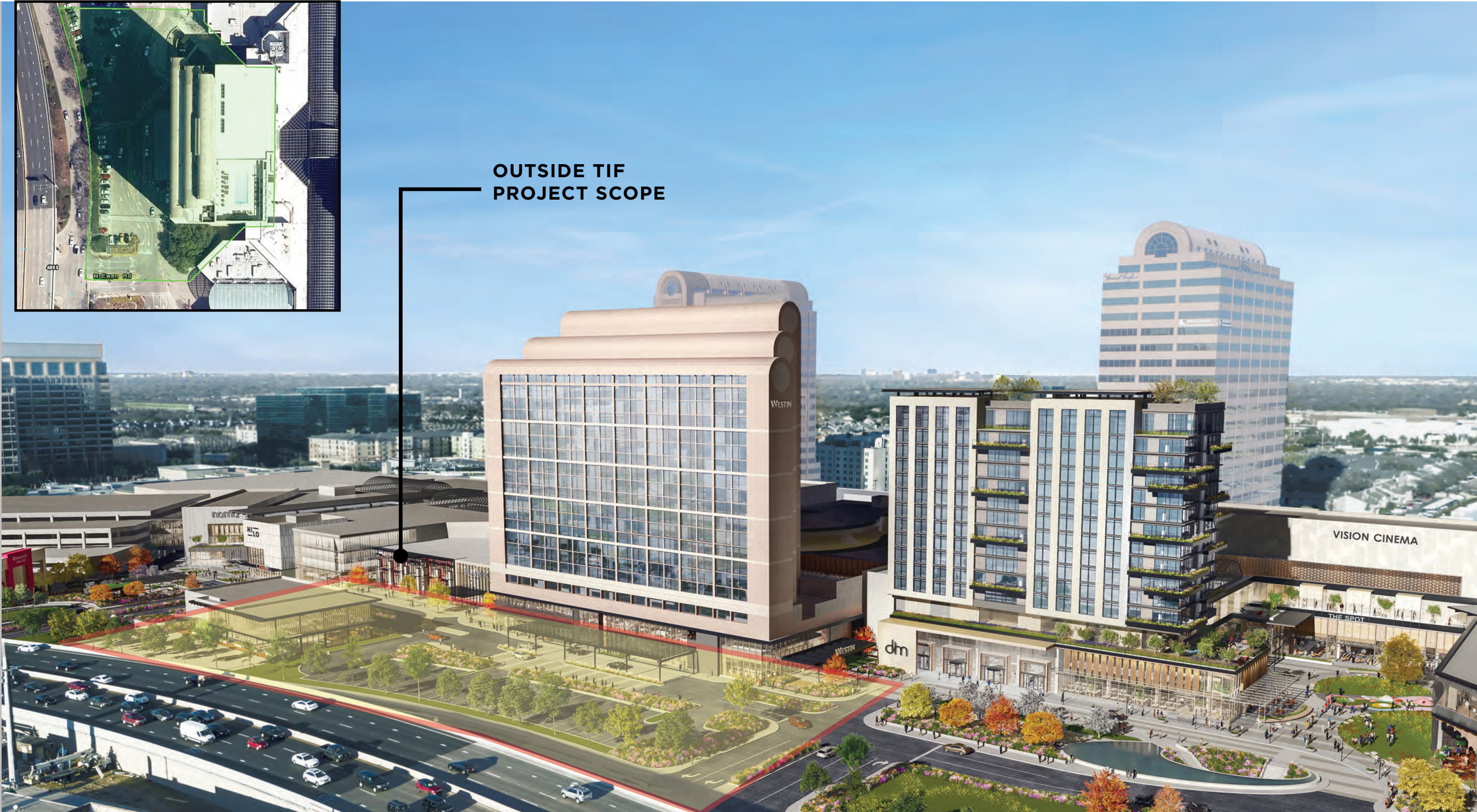




# PROPOSED



OUTSIDE TIF  
PROJECT SCOPE



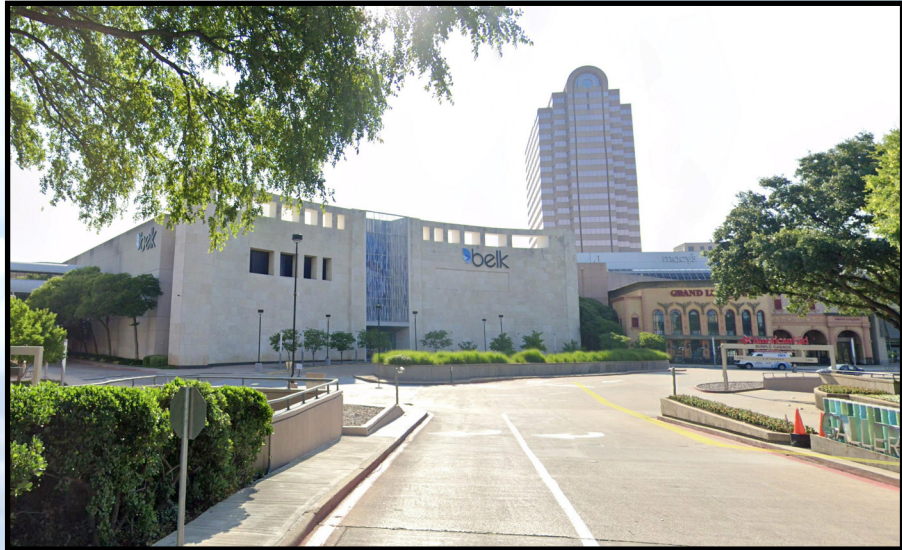


# EXISTING CONDITIONS





# PROPOSED



OUTSIDE TIF  
PROJECT SCOPE



# PROPOSED PLAZA





EXISTING CONDITIONS







PROPOSED



EXISTING CONDITIONS







PROPOSED



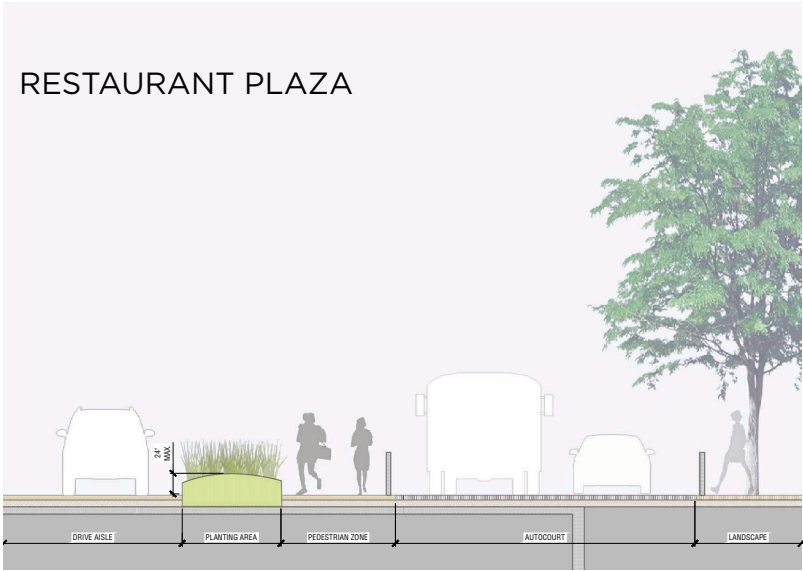
PROPOSED



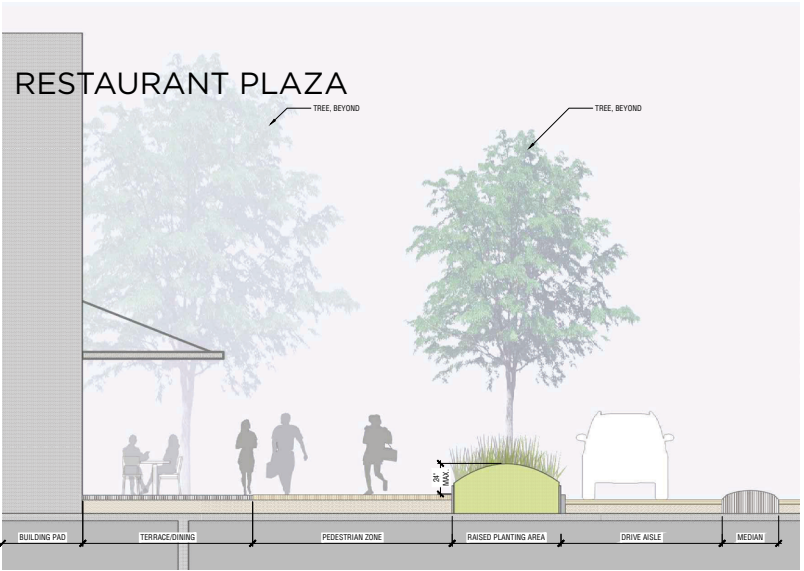


# PRIORITIZE THE PEDESTRIAN

RESTAURANT PLAZA



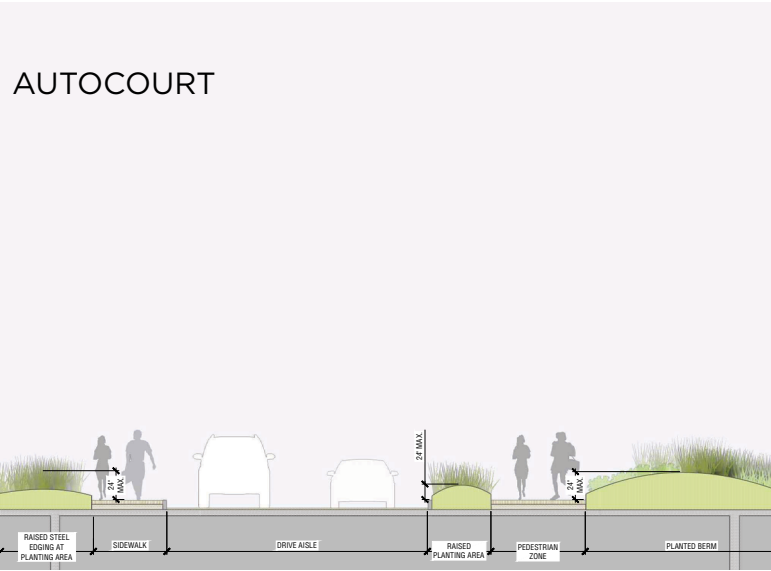
RESTAURANT PLAZA



CHILDREN'S PLAZA  
CROSSING



AUTOCOURT





EXISTING CONDITIONS





PROPOSED





# PROPOSED PLAZA





# DIGITALLY ENHANCED COMMUNITY EVENTS LOCATION PLAN

THE RINK



Product activations & demos



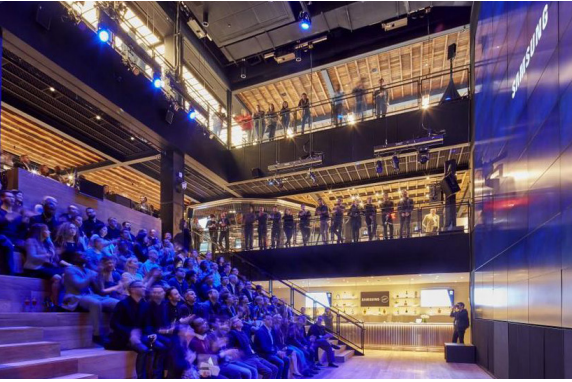
Meet the artists



Album release parties & concerts



Festival



Product release event

## POCKETS & NICHES

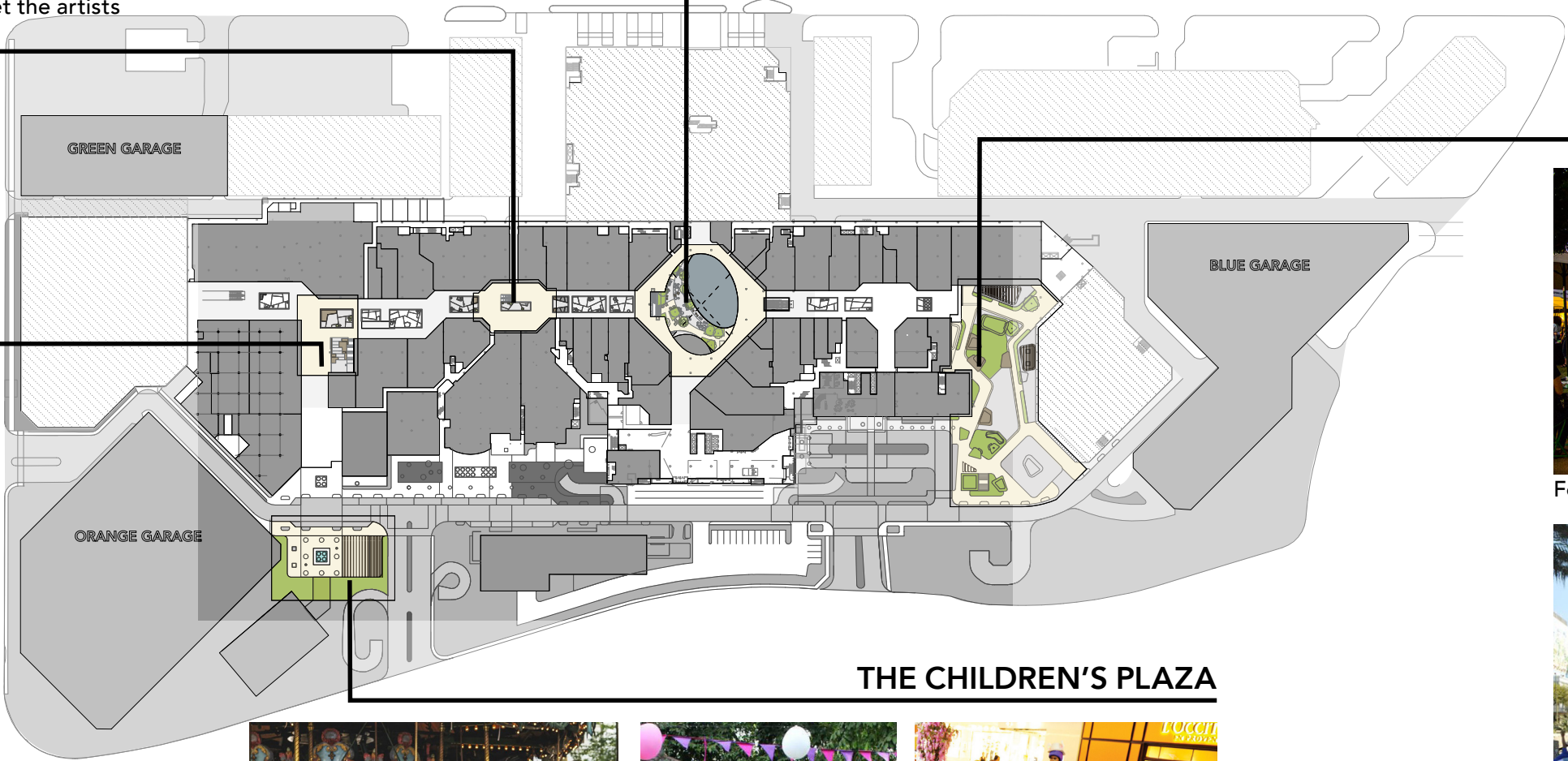
## THE COURT



Keynote speakers & presentations



Music & dance performances



THE PARK



Food & leisure events



Fitness classes

## THE CHILDREN'S PLAZA



Birthday parties



Games & activities



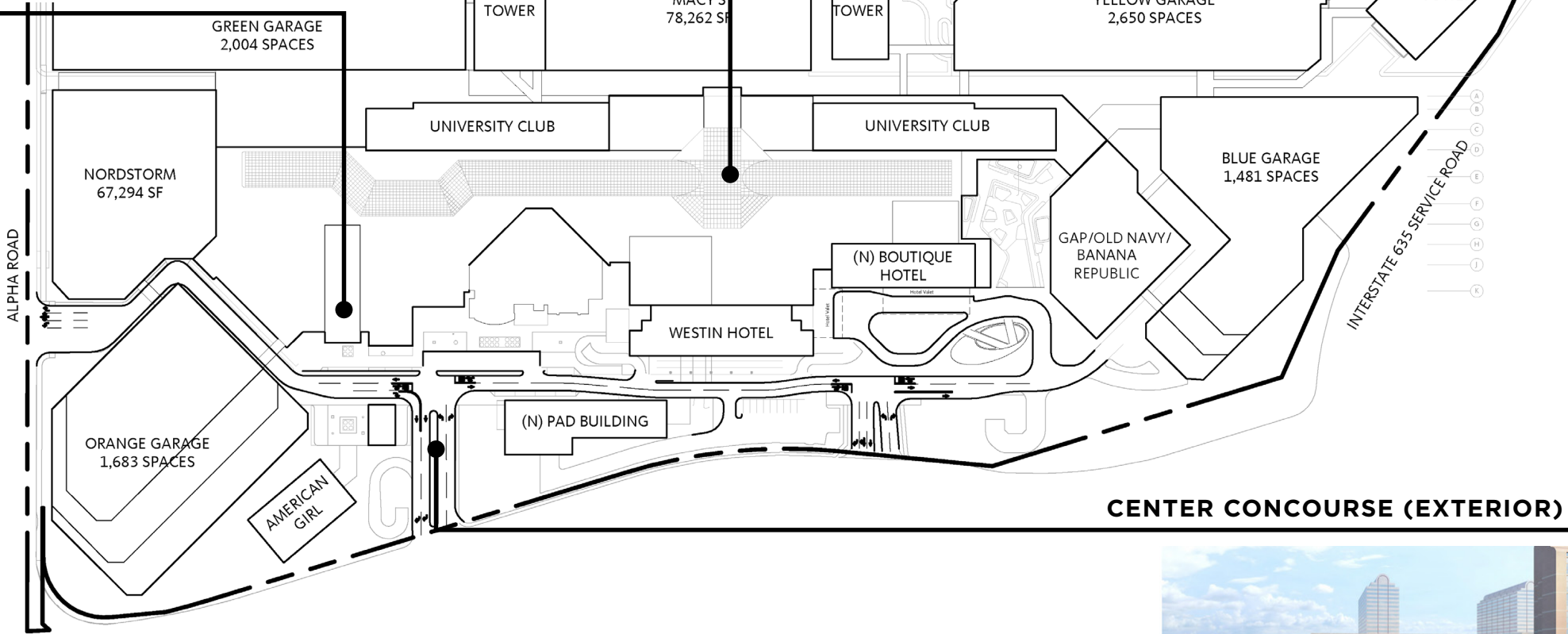
Seasonal activations



# ART GALLERIES



CENTER CONCOURSE (INTERIOR)



CENTER CONCOURSE (EXTERIOR)

