

Applicable Urban Design Priorities Project Should Achieve

- [1]

Enhance Harry Hines as an urban corridor by fronting buildings and providing active uses along the street.

With major improvements and changes coming to the Harry Hines corridor, the Parkland site has the potential to dramatically change the urban character of the street. Locating retail and building entries along Harry Hines will help drive desired change in the Southwestern Medical District and increase the walkable nature of the street.
- [2]

Attention to detail should be given to the design of proposed open spaces and public realm on the perimeter and internal to the site.

This site not only has the ability to enhance improvements being made along Harry Hines, but can also provide critical new open spaces internally. Linking these open spaces and the TRE station with a comfortable, ample, activated, and shaded public realm will help support the emerging emphasis on a more pedestrian and bike-oriented district.
- [3]

Reimagine the southeastern corner of the site between Harry Hines and the TRE tracks for a higher and better future use.

Given the strong location, the currently vacant land along Harry Hines has the potential to be developed into a strong gateway into the Southwestern Medical District. Potential development should not only use architecture to signify this as an entry point into the district, but should leverage its location to help enhance the desired walkable nature of the Harry Hines corridor.



Policy References

- Forward Dallas!
Section 5 [urban design element]
- TIF Urban Design Guidelines
Part III, Part IV [Southwestern Medical District]
- Stemmons Corridor - Southwestern Medical District Area Plan

Context Description

The redevelopment of Parkland Hospital is a large, multi-phase demolition and reimagining of the former hospital site and its surrounding properties. The proposed development is comprised of over 40 acres located on the south side of Harry Hines Boulevard and north of the TRE line between Market Center Boulevard and UT-Southwestern Medical Center. The proposal calls for Phase I to begin with office and retail, following by subsequent phases comprised of office, hotel, retail, and a conference center.

Design considerations for the project include the design and orientation of future phases towards Harry Hines, the treatment of the newly-created open spaces and internal public realm, and the design of the southeastern corner of the property towards higher and better uses.

Parkland Hospital

Neighborhood:
Southwestern Medical District

Program:
Medical / Hotel / Commercial / Office

DALLAS MEDICAL RESEARCH PARK AT PARKLAND

LIFE SCIENCE CAMPUS MASTERPLAN February 28, 2020



EB Arrow intends to transform the Dallas Medical District and redevelop the former Parkland Hospital campus to complement the existing hospital ecosystem by focusing on the life-science and bio-science industries.

The new development will transform what currently consists of many obsolete buildings into a vibrant wellness campus serving to attract the country’s greatest life science talent. Based on current market studies and a development plan spanning 10-12 years, the project will incorporate hospitality, retail, and medical office components to create a live-work-play ecosystem to foster interactions inside and outside of the laboratory and to help achieve work/life balance for the patrons visiting and working in the area.

Current plans include:

- A wellness campus with added greenspace, numerous parks/vignettes and the addition of new mature trees to provide a welcome respite for visitors.
- Office/medical office space as expansion for the existing hospitals and their bio-tech and life-science partners.
- Retail space featuring stimulating dining, entertaining, and service options for patients, visitors and personnel.
- Two hotel/hospitality projects totaling approximately 350-400 hotel keys (one extended-stay and one full-service).
- Collaborative Conference Center operated by the hotel operator featuring a large auditorium and event spaces for industry conferences and medical meeting space.
- Innovation Hub serving as an incubator for bio-tech and life science satellites and start-ups.



1

PROJECT NARRATIVE



1954



2022

TRANSFORMING A HISTORIC DALLAS LANDMARK



INTO A VIBRANT LIFE SCIENCES INNOVATION HUB



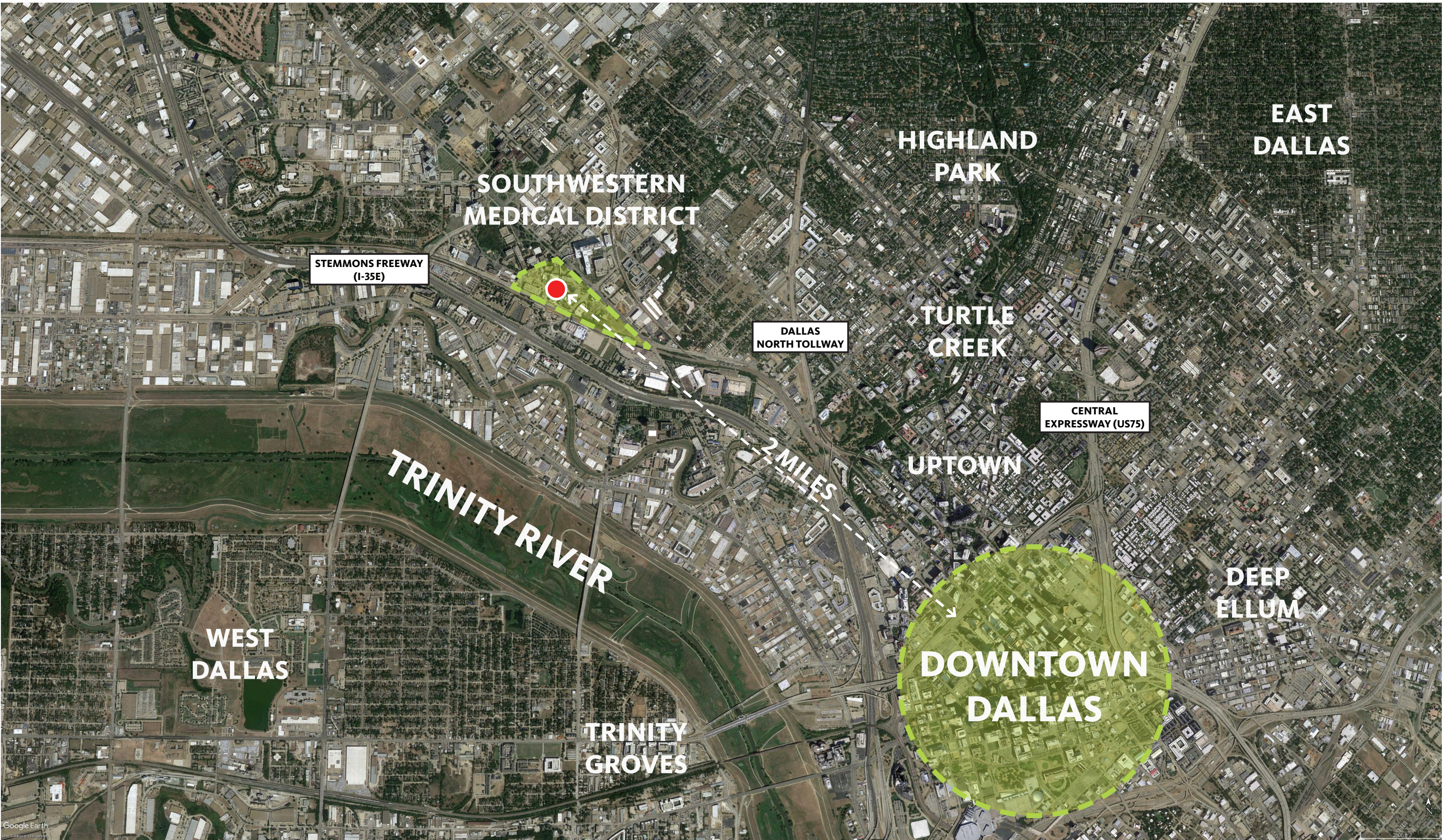
WITH AN ACTIVE STREETScape AND SERIES OF PARKS



LINED WITH WELLNESS-FOCUSED RETAIL AND F&B.

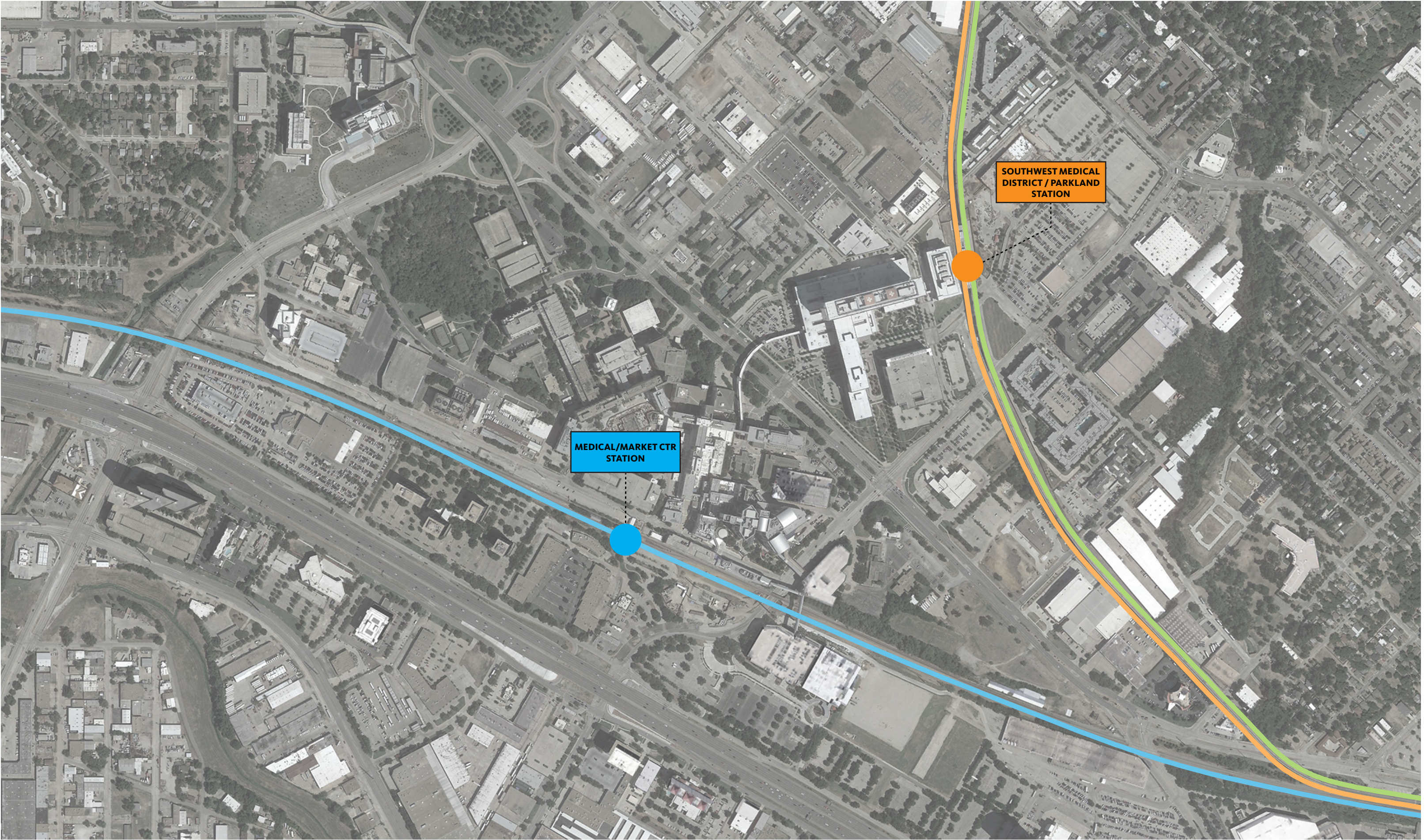
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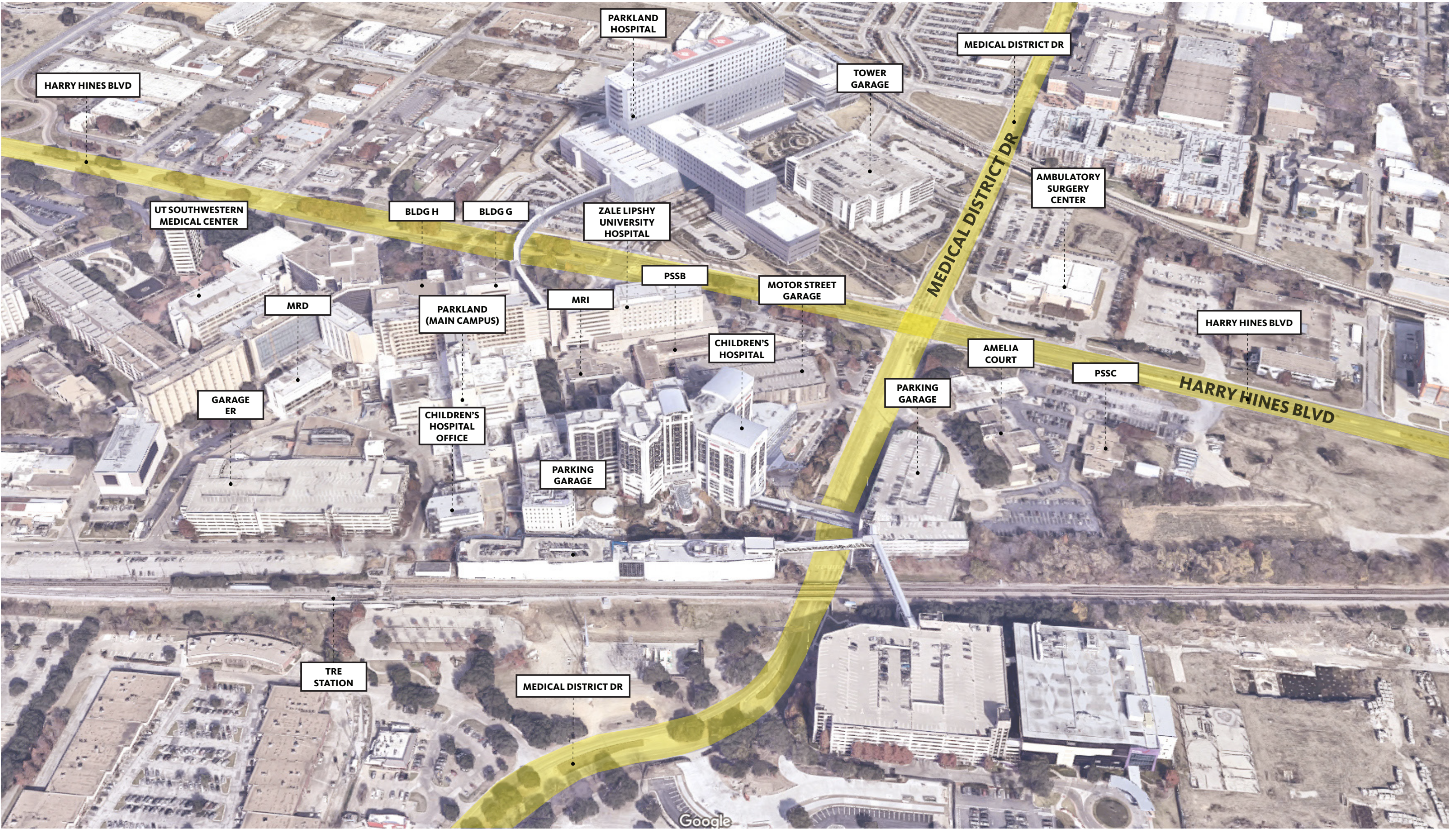
SITE + CONTEXT



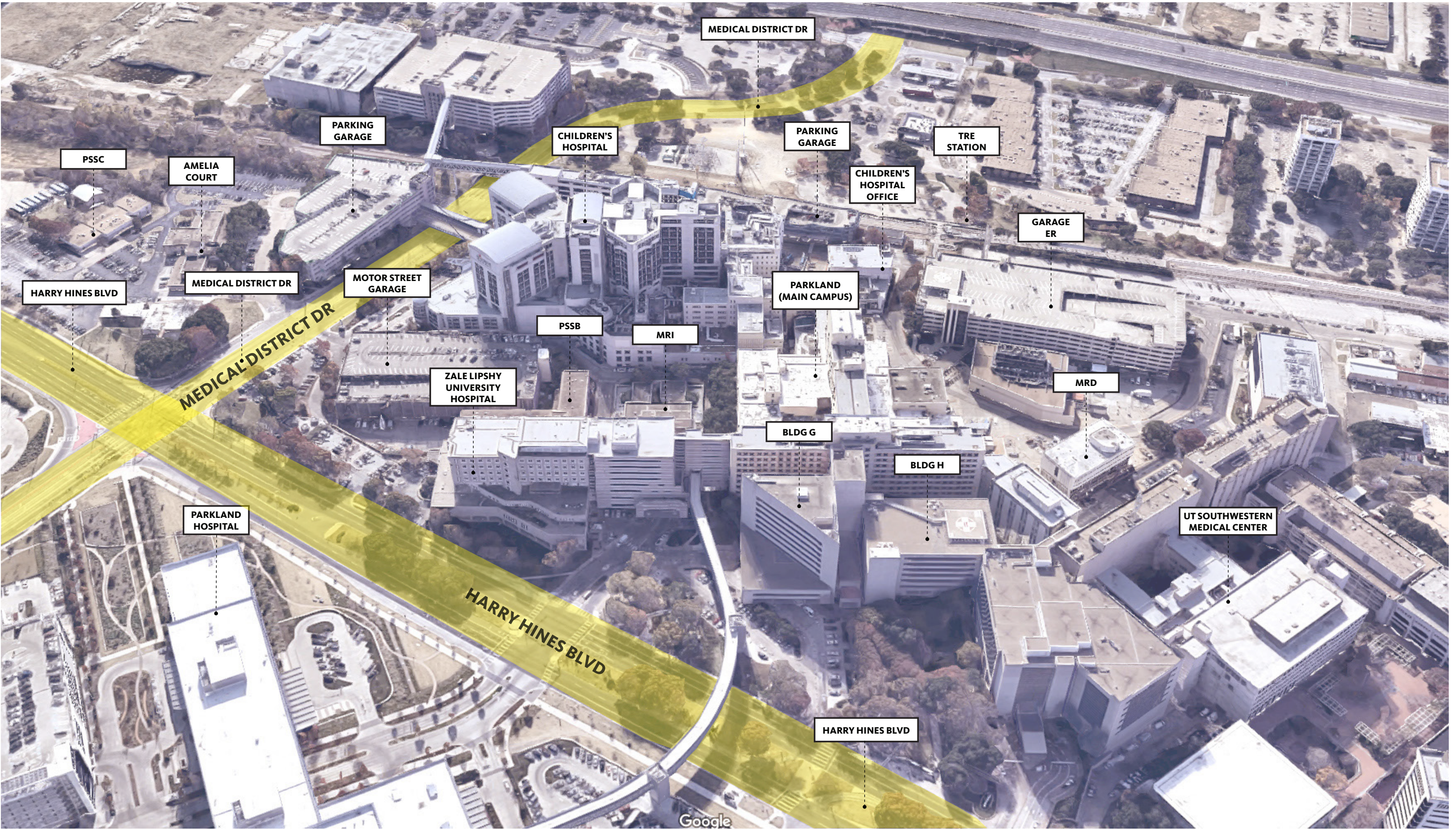








AERIAL VIEW OF EXISTING SITE







***TEXAS TREES FOUNDATION**
SOUTHWESTERN MEDICAL DISTRICT URBAN
STREETScape MASTERPLAN



***TEXAS TREES FOUNDATION**
SOUTHWESTERN MEDICAL DISTRICT URBAN
STREETSCAPE MASTERPLAN



-  **HEG1: Mitigate Heat Island Effect**
Strategy: Plant street trees to provide shade over sidewalks and transit plaza
-  **HEG4: Increase Urban Habitat**
Strategy: Increase green space with vegetated buffers and the incorporation of planters into plaza design
-  **HPG3: Define SWMD**
Strategy: Create an entry into the SWMD
-  **HPG4: Improve Connectivity**
Strategy: Incorporate a shared use path that easily connects transit to the rest of the SWMD

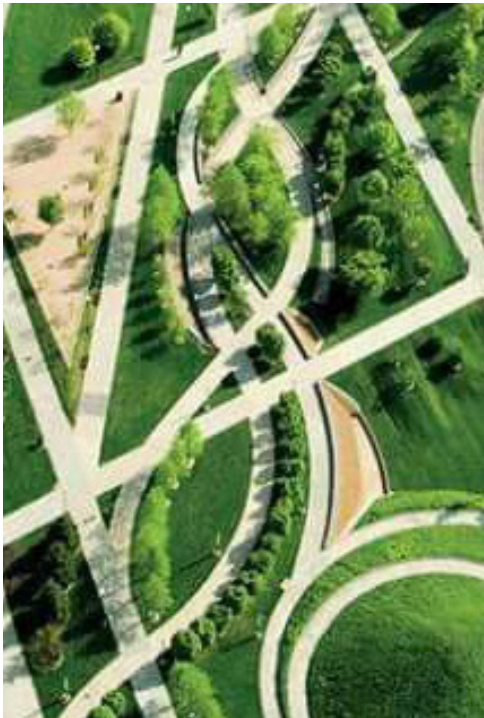
***TEXAS TREES FOUNDATION
SOUTHWESTERN MEDICAL DISTRICT URBAN
STREETSCAPE MASTERPLAN**

HARRY HINES BLVD. EXISTING STREET ELEVATION LOOKING SOUTHWEST



3

MASTERPLAN PROPOSAL



LOOPS



VIBRANT
DISTRICTS



DESTINATIONS



GREEN
SPINE



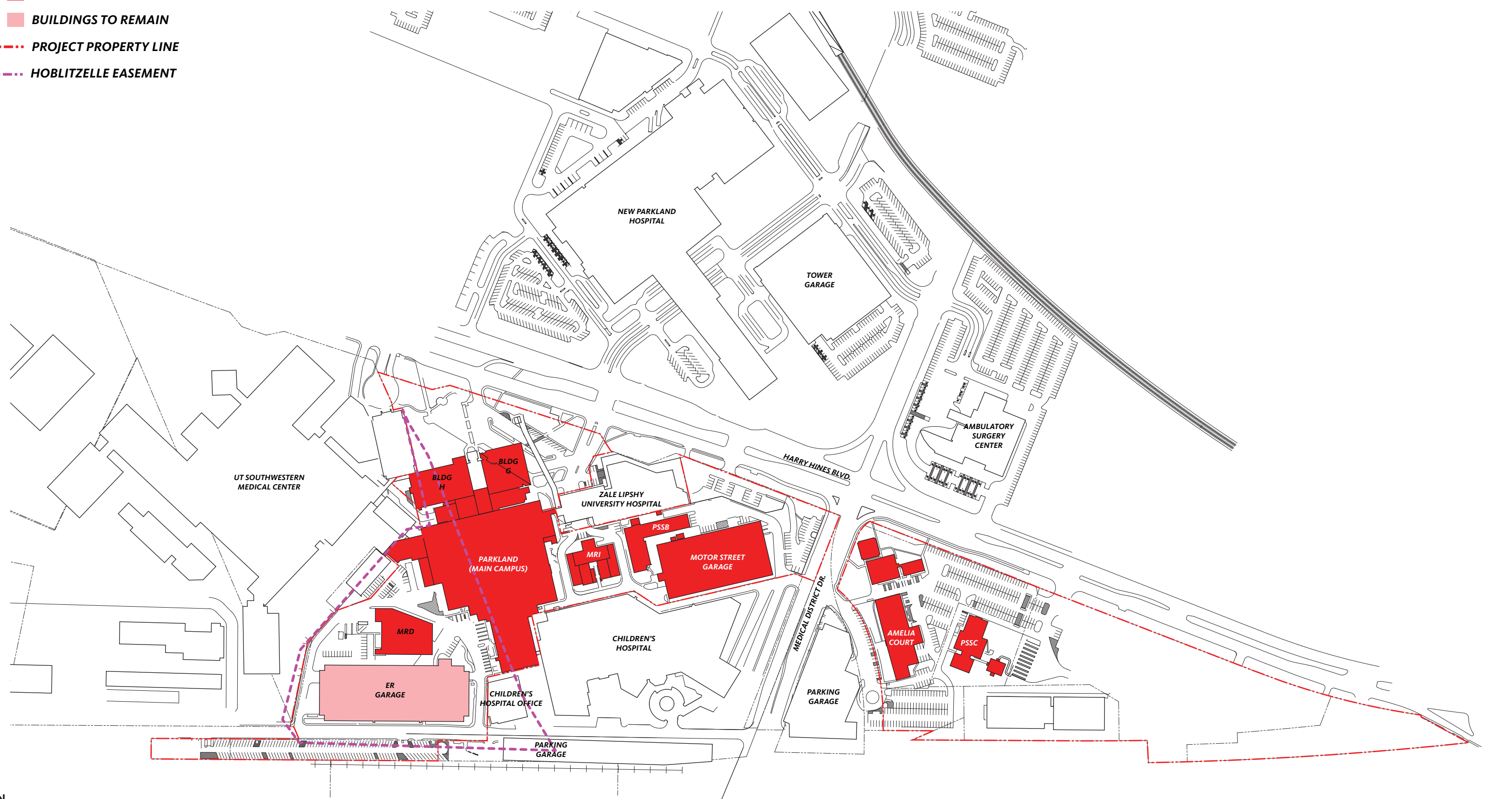
GREEN
QUILT



GREEN
HEART

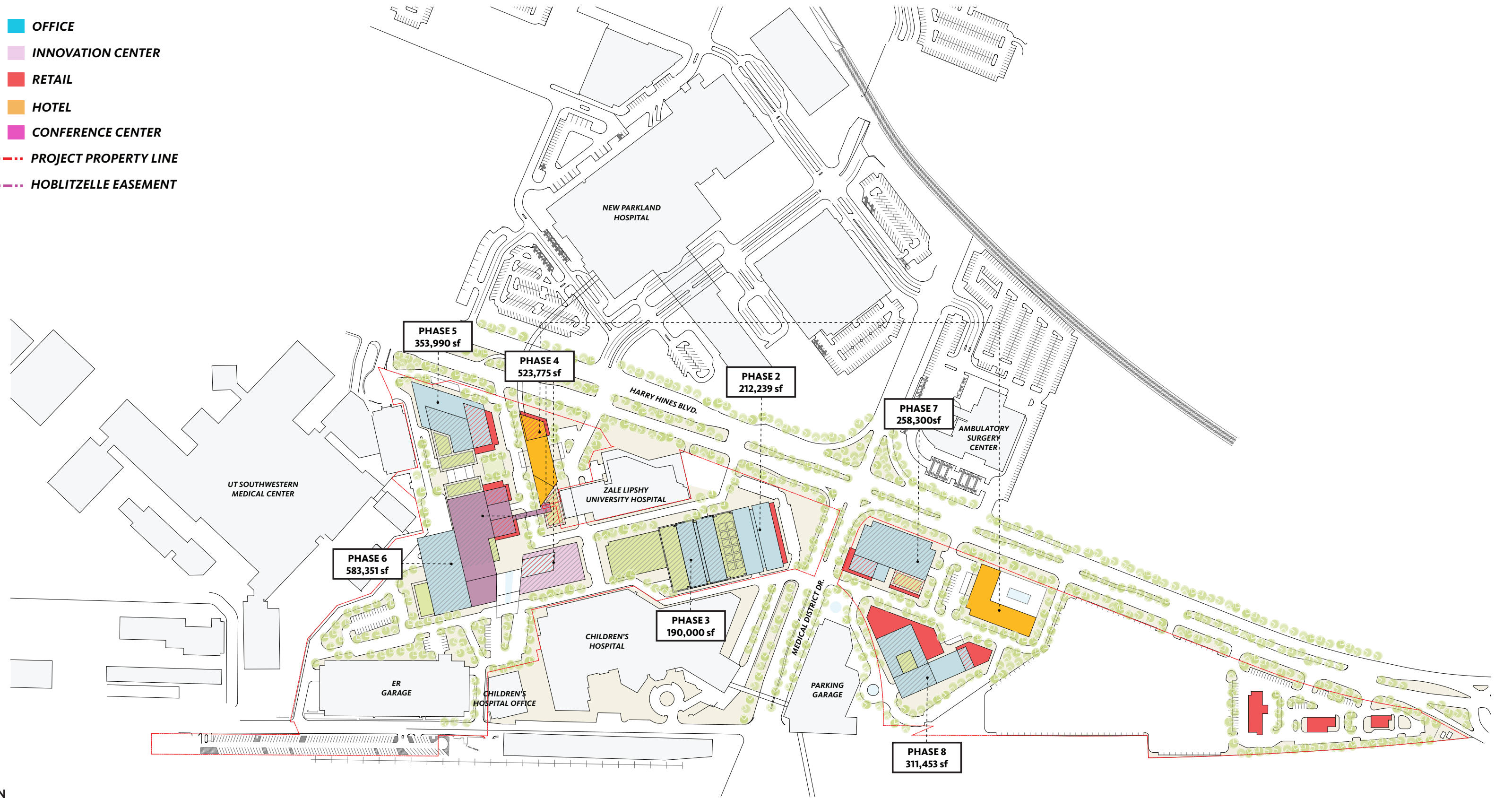
PROPOSED DEMOLITION PLAN OF EXISTING CAMPUS

- BUILDINGS TO BE DEMOLISHED
- BUILDINGS TO REMAIN
- PROJECT PROPERTY LINE
- HOBLITZELLE EASEMENT



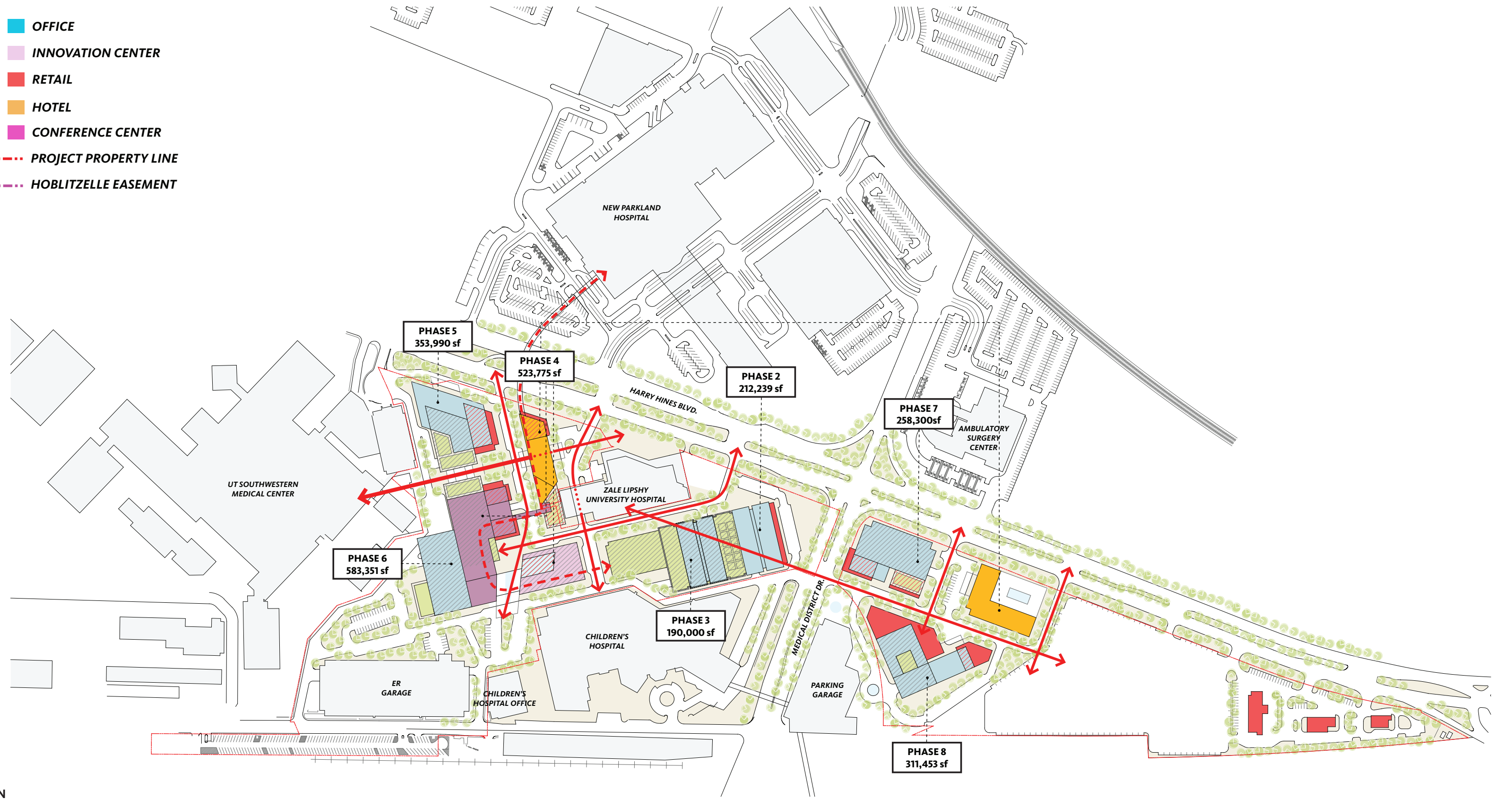
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Scale: 1"=300'

- OFFICE
- INNOVATION CENTER
- RETAIL
- HOTEL
- CONFERENCE CENTER
- PROJECT PROPERTY LINE
- HOBLITZELLE EASEMENT



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Scale: 1"=300'

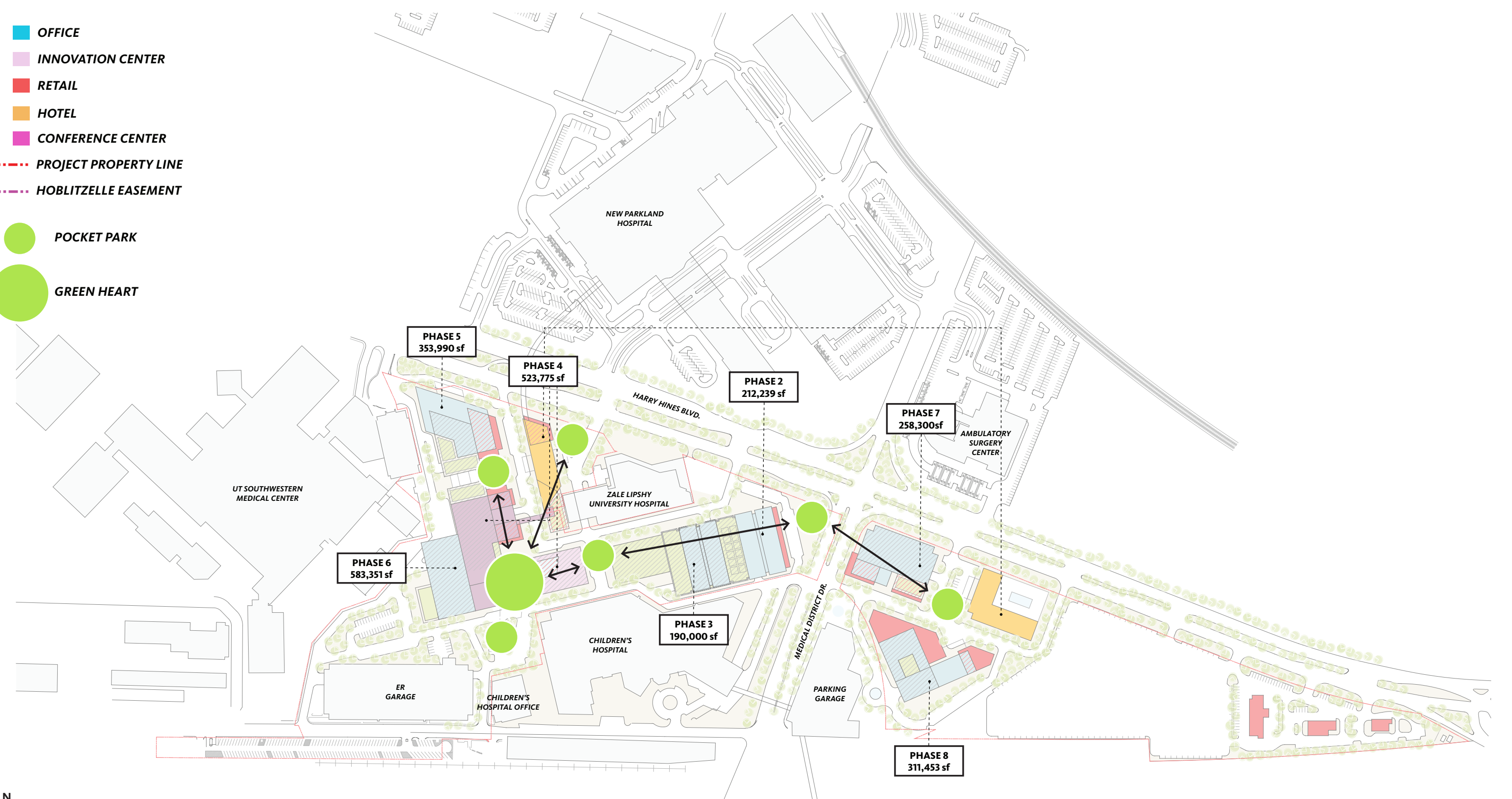
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Scale: 1"=300'

- OFFICE
- INNOVATION CENTER
- RETAIL
- HOTEL
- CONFERENCE CENTER
- PROJECT PROPERTY LINE
- HOBLITZELLE EASEMENT

- POCKET PARK
- GREEN HEART



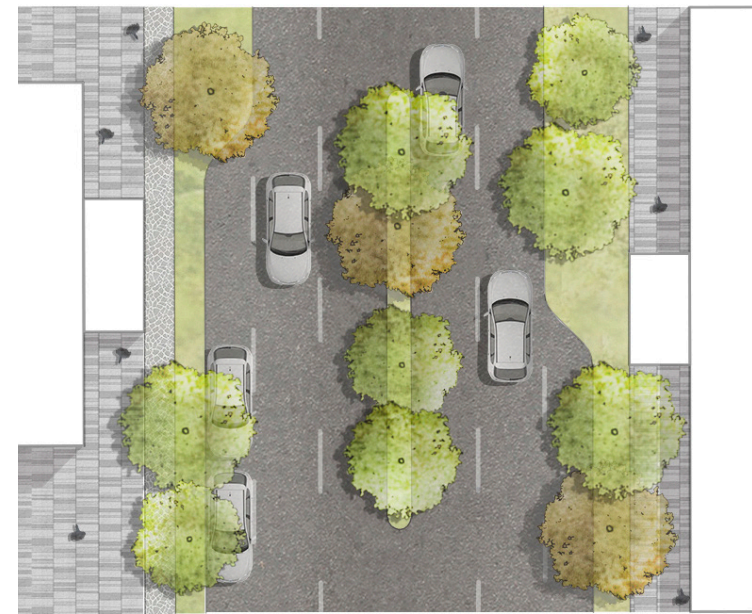
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TYPICAL 2-WAY ROAD
TWO 11'-0" CAR LANES EACH DIRECTION
4'-0" LANDSCAPED MEDIAN
8' LANDSCAPE EDGE AT STREET
5' SIDEWALK
OUTDOOR RETAIL SEATING



2-WAY ROAD WITH 1-SIDED PARKING
TWO 11'-0" CAR LANES EACH DIRECTION
8'-0" PARKING LANE
4'-0" LANDSCAPED MEDIAN
8' LANDSCAPE EDGE AT STREET
5' SIDEWALK



2-WAY ROAD WITH 2-SIDED PARKING
TWO 11'-0" CAR LANES EACH DIRECTION
8'-0" PARKING LANE ON EACH SIDE
4'-0" LANDSCAPED MEDIAN
8' LANDSCAPE EDGE AT STREET
5' SIDEWALK

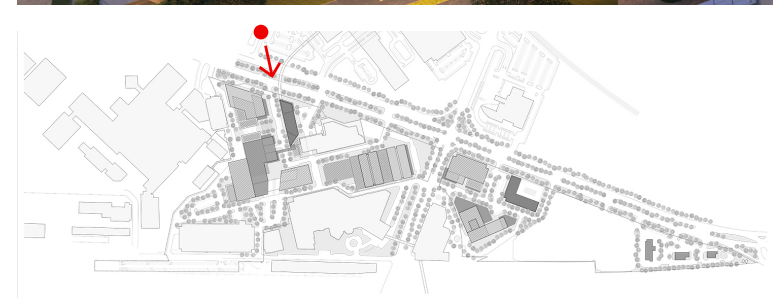


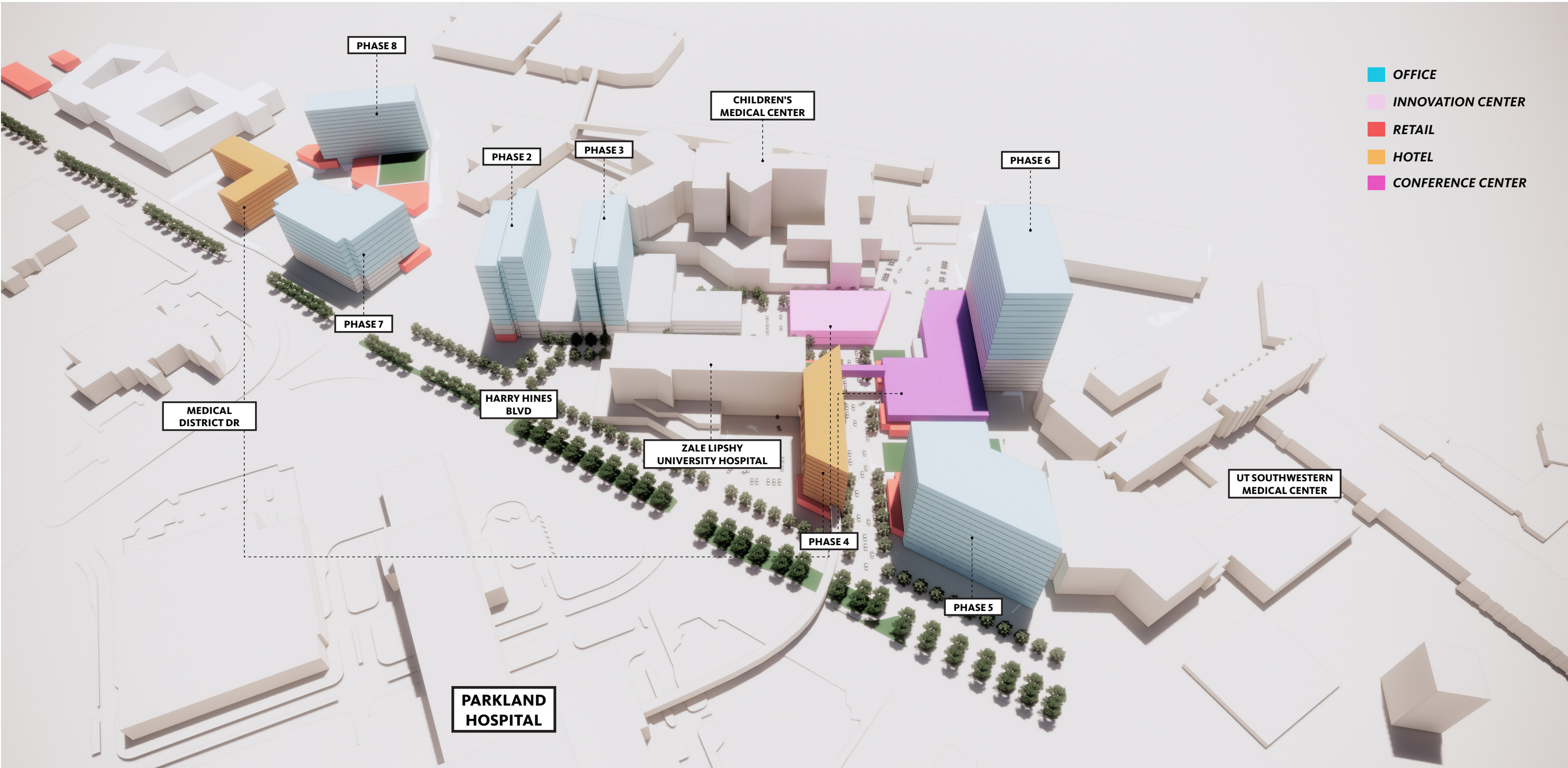
ONE LANE ROAD
ONE 11'-0" CAR LANE EACH DIRECTION
8'-0" PARKING LANE ONE SIDE AS NEEDED
NO MEDIAN
LANDSCAPE AT PAVEMENT EDGE
OPEN PAVED AREAS

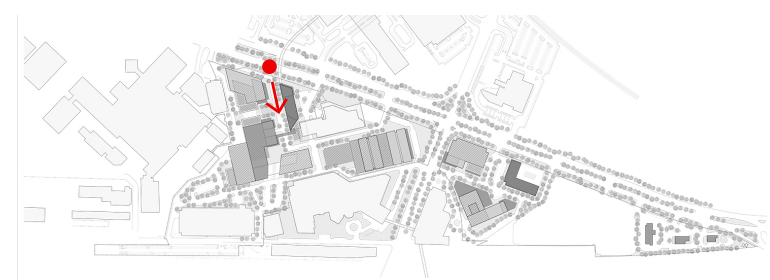


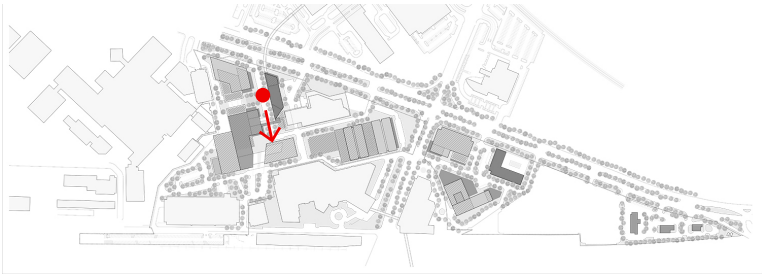
ARROW

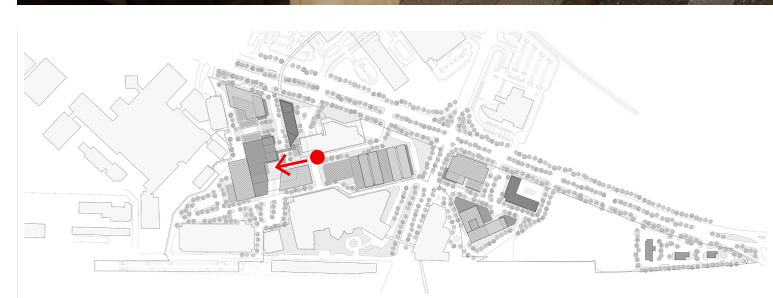
Gensler







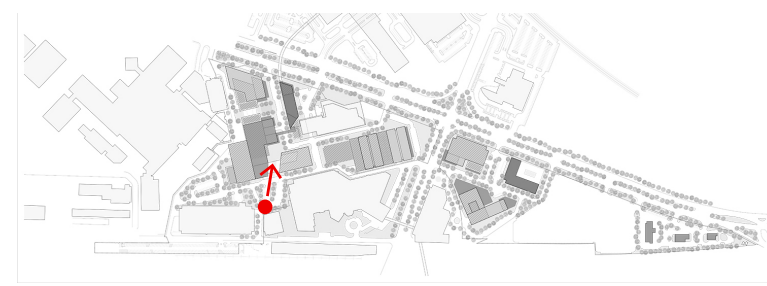







ARROW

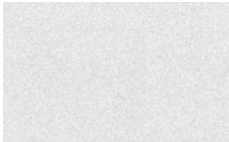
Gensler




TYPICAL TOWER FACADE COMPOSITION AND MATERIALITY CONCEPT



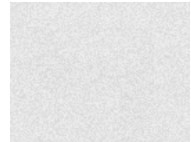
TOWER CURTAIN WALL GLAZING
VITRO ARCHITECTURAL GLASS
ACUITY WITH SOLARBAN 60
INSULATED GLASS UNIT
TEMPERED / LOW-E COATING




TOWER CURTAIN WALL MULLIONS AND FINs
POWDER COATED
PANELS AND EXTRUSIONS
WHITE




GARAGE SCREEN
GREEN WALL TENSION CABLE SYSTEM



RETAIL STOREFRONT CURTAIN WALL
KAWNEER 1600 WALL SYSTEM 2
STRUCTURAL SILICONE GLAZING
PERMACOAT POWDER FINISH, WHITE



RETAIL STOREFRONT FASCIA
NEUTRAL STONE COLORED BRICK

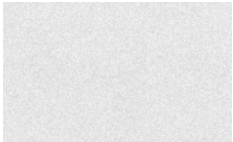


ALTERNATE SLAB EDGE
LIMESTONE-LOOK CLADDING
STONE VENEER PANELS

TYPICAL TOWER FACADE COMPOSITION AND MATERIALITY CONCEPT



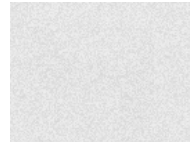
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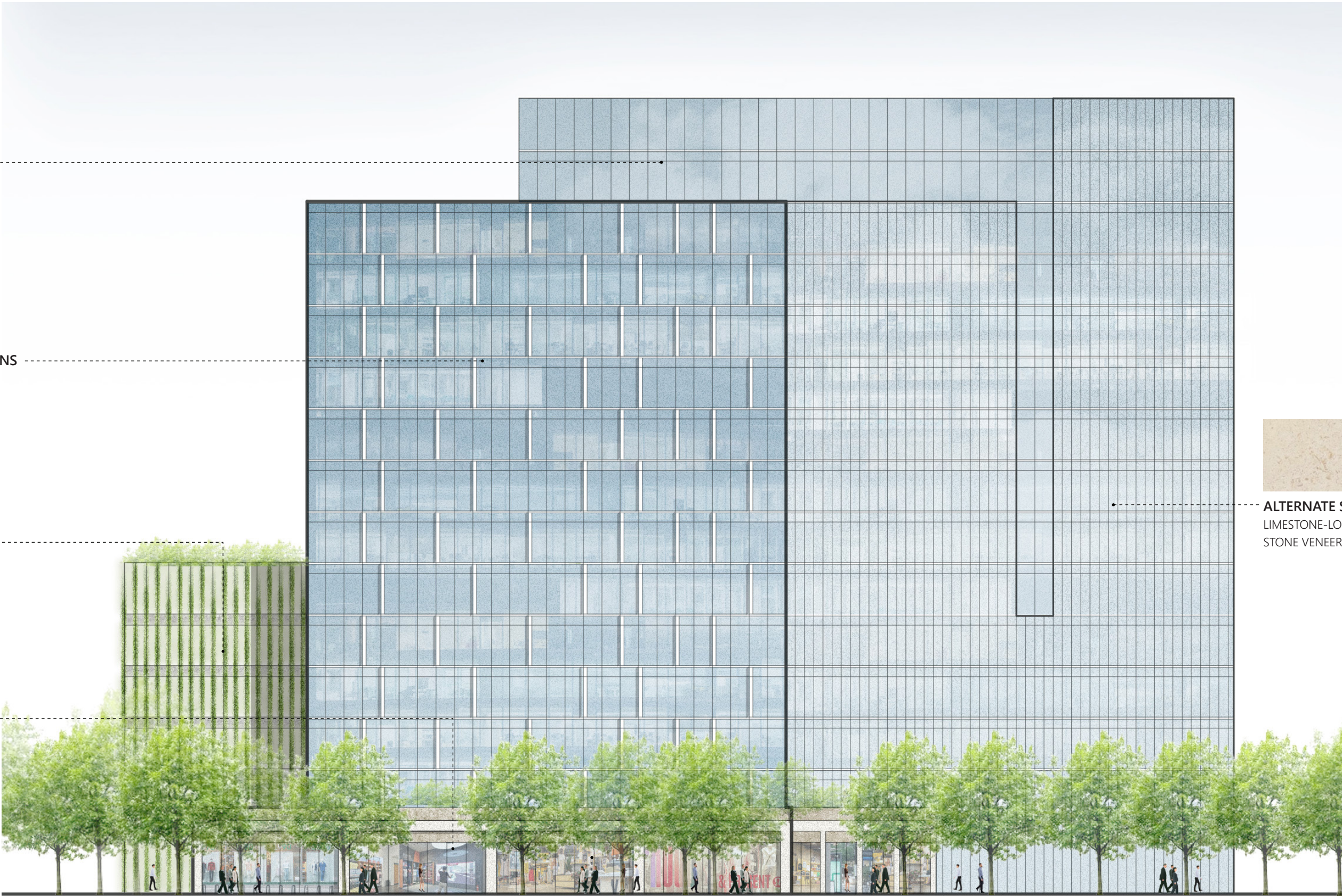
GARAGE SCREEN
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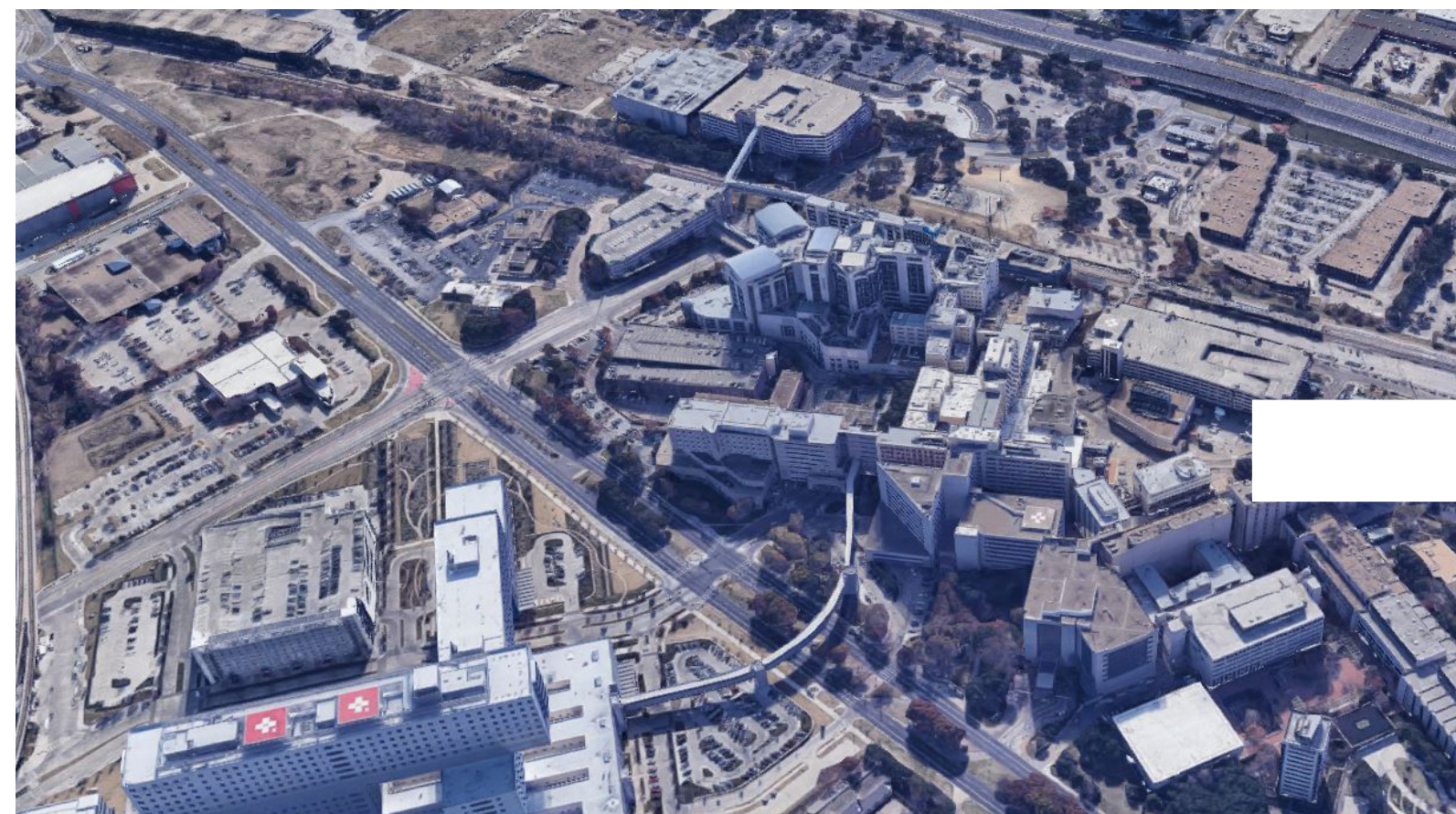
RETAIL STOREFRONT CURTAIN WALL
KAWNEER 1600 WALL SYSTEM 2
STRUCTURAL SILICONE GLAZING
PERMACOAT POWDER FINISH, WHITE



RETAIL STOREFRONT FASCIA
NEUTRAL STONE COLORED BRICK



ALTERNATE SLAB EDGE
LIMESTONE-LOOK CLADDING
STONE VENEER PANELS



BEFORE



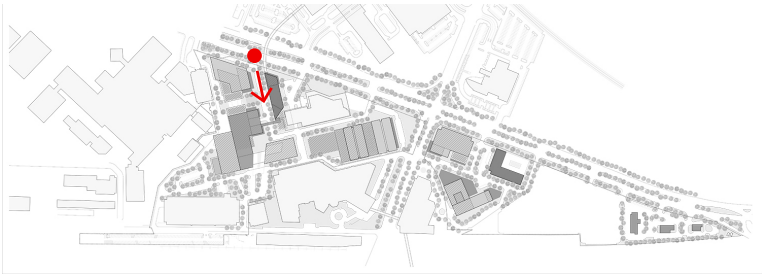
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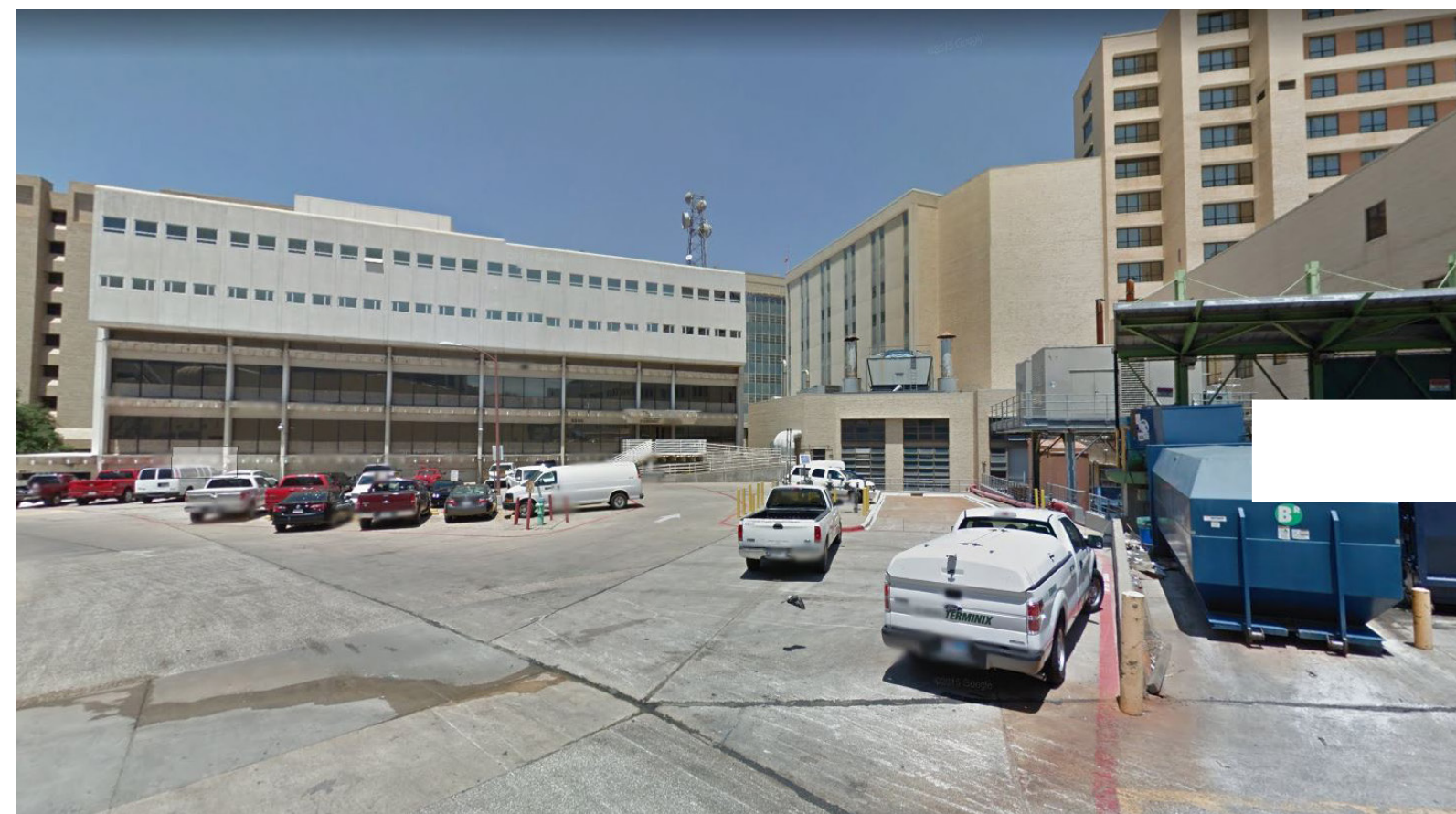


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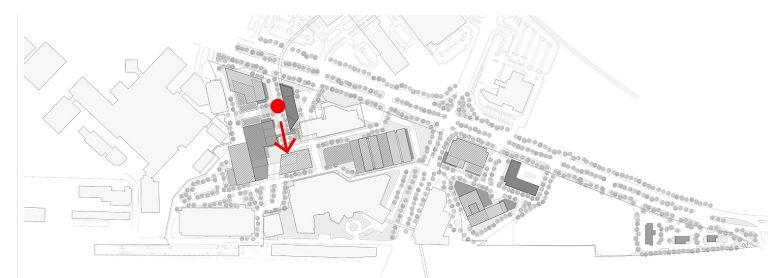




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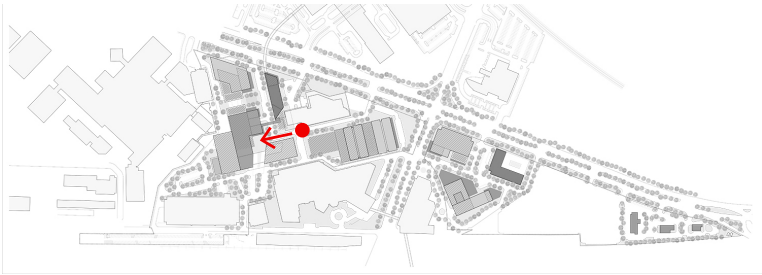


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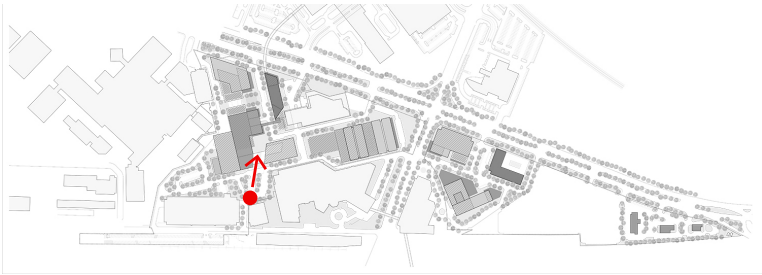
AFTER



BEFORE



AFTER



MASTERPLAN AREA AND PROGRAM SUMMARY

TOTAL PROJECT AREA

2,433,108 sf

(Excludes parking garage area)

- Retail
- 76,310 sf
- Hotel
- 326,894 sf
- Office
- 1,857,916 sf
- Conference Center
- 77,630 sf
- Innovation Hub
- 94,358 sf

Parking Spaces:

4,204 spaces

PHASE 2			PHASE 3		PHASE 4					PHASE 5			PHASE 6		PHASE 7			PHASE 8														
Total Area:			212,239 sf		Total Area:		190,000 sf		Total Area:			523,775 sf			Total Area:		353,990 sf		Total Area:		583,351 sf		Total Area:			258,300 sf		Total Area:			311,453 sf	
Retail Office			Office		Retail		Hotel A		Conference Center		Innovation Hub		Hotel B		Retail Office		Office		Retail Office		Office		Retail Office			Retail Office		Retail Office				
							</																									