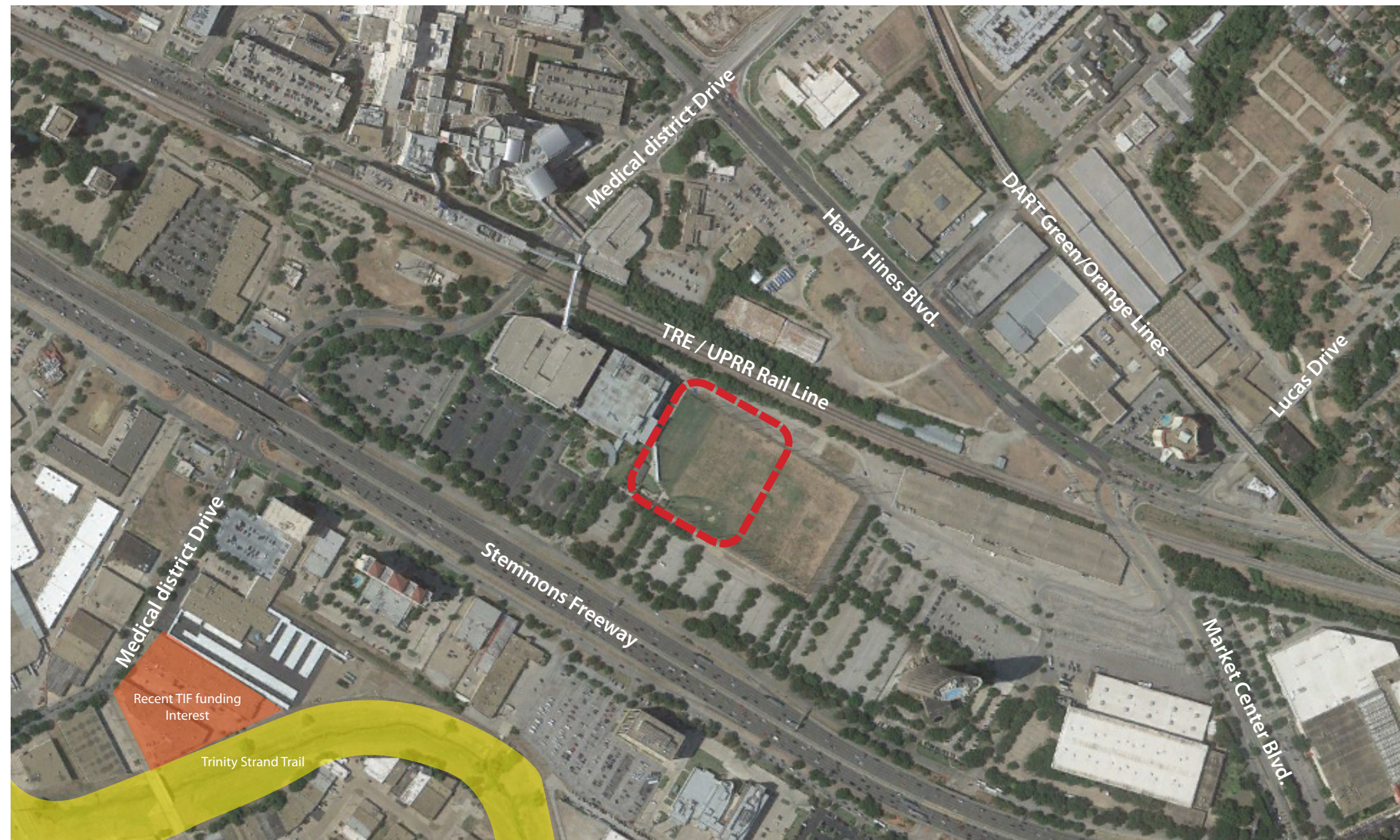


## Applicable Urban Design Priorities Project Should Achieve

- [1] All phase one street and infrastructure improvements should incorporate associated streetscape and landscape - as adjacent streets are to be incorporated with phase one development, they should be designed and constructed as complete streets with associated sidewalks, crosswalks along drive entries, lighting, landscape, surface treatments, and materials.
- [2] Coordinate landscape design with ground level facade to soften how the building meets the ground - All facades at ground level should be visually integrated into the site design through the use of materials landscape and/or screening.
- [3] Introduce articulation along ground level facade of garage to create visual interest along at the pedestrian level. - Lower facade of garage affords an opportunity to soften its appearance through the use of openings, fenestration, or architectural features. This helps to create visual interest for the pedestrian.



### Policy References

Forward Dallas!  
Section 5 [urban design element]

TIF Urban Design Guidelines  
Part III, Part IV [Design District]

### Context Description

The site is located adjacent to the Children's Medical Center extension near the Dallas Apparel Mart location. A request is being proposed to extend the Design District TIF boundary to encapsulate the undeveloped land between Market Center, Medical District Drive, Stemmons, and the rail line. As part of that request, a master planning effort is currently under way as a component of the TIF extension.

The first phase of development, as outlined in the master plan, is the UTSW Proton Treatment Center providing advanced cancer treatment. All street and infrastructure adjacent to phase one development will be constructed as part of phase one. Design considerations for the project include managing the urban design relationship of the building to the context while meeting use related programmatic requirements, and creating streets that set up optimal conditions for adjacent development through enhanced and complete streetscape.

### City Lights

Neighborhood:  
Design District

Program:  
Healthcare  
115,000 sqft.

**Design District TIF District**  
**Dallas Proton Treatment Center**  
**Phase I Project as part of Dallas Apparel Mart Redevelopment**  
**May 16, 2013**

**Overview**

Market Center Land, L.P., (“MCL”), an affiliate of Crow Holdings submitted a proposal for the City to consider expanding the Design District TIF to facilitate the redevelopment of the site commonly known as the Dallas Apparel Mart. The site is bordered by Stemmons Freeway, Medical District Drive, Market Center Boulevard, and the Trinity Railway Express. Current uses include a golf driving range (formerly occupied by the Apparel Mart), the Dallas Market Hall, a parking garage, and various other uses.

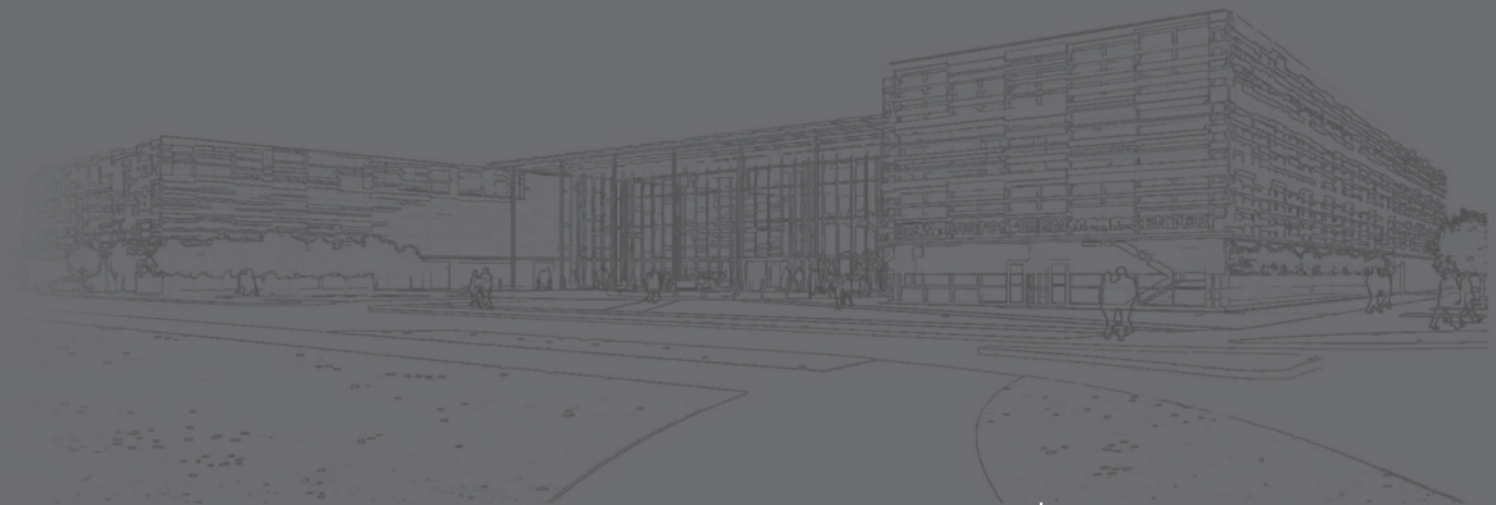
MCL has a multi-phased master plan for the site that includes medical/office, a hotel, residential, and mixed uses. Preliminary estimates for the additional development at buildout could be in the range of \$300-400 million in new value. Issues such as aging storm sewers bisecting the site and the lack of modern infrastructure have hindered redevelopment of the site. TIF funding could assist in making this development comparable to a greenfield site.

The Design District TIF Board recommended a boundary and plan amendment to that will include this redevelopment site. The amendments are scheduled for City Council action in May and June. A Phase I major medical development project – Dallas Proton Treatment Center is in the pre-development stages.

**Phase I - Dallas Proton Treatment Center**

Dallas Proton Center, LLC is working in conjunction with MCL on a Phase I development planned to be an 115,000 square foot state-of-the-art cancer treatment facility. The facility will utilize a highly advanced form of radiation therapy performed on an outpatient basis. The University of Texas Southwestern radiation oncology practice plan has signed a professional services agreement and a clinical services management and administrative services agreement with Advanced Particle Therapy of San Diego, California for the development of the center. The center will use proton therapy technology developed by Hitachi.

The private construction costs for this project are estimated at \$77 million. TIF incentives up to \$7,024,906 have been requested to reimburse for the cost of infrastructure including environmental remediation, utilities, paving and streetscape.



**UTSW | PROTON TREATMENT CENTER**

Interim Design Review 03.20.13

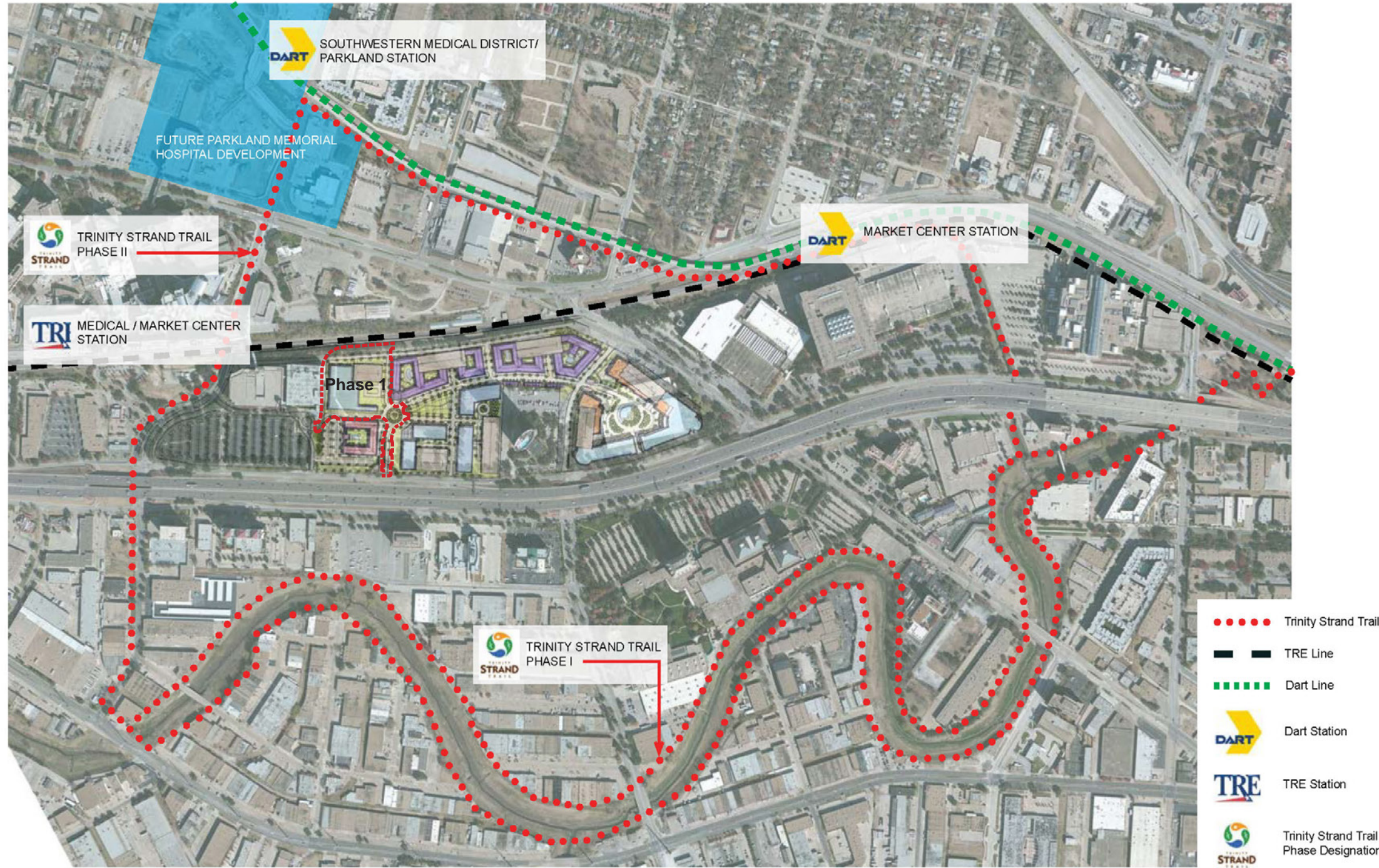
PERKINS+WILL

The development and **design** considerations should incorporate a **futuristic and advanced appearance** which emphasizes the state-of-the-art technology contained within the facility. We must consider how the building will present 20-30 years from today, taking into account the potential aspect of the future surrounding development. Investments of over \$200 million are going into this relatively small footprint.

To quote APT's business plan, **"Dallas Proton Center- a state of the art, leading edge cancer center that will bring the most advanced form of cancer treatment available today to the greater Dallas- Fort Worth Metroplex and southwest region"**—this speaks directly to my point. Let's make this facility **more than ordinary**; rather, **make it very visible** with the same approach—**a state of art and leading edge architectural design**. Instead of accepting the risk of an obstructed view because of future development in front of us, I feel strongly that we should plan now to be **very visible** and take advantage of the **free consumer marketing by being seen easily on a major commuter artery** on the I-35 corridor.

Patients and **visitors should have a high tech experience from the highway, the minute they approach the front of the building, then in the lobby and the treatment room. We should not limit the high tech experience to simply what is happening behind the treatment wall.** In addition, because this is a truly freestanding building (not connected to other campus buildings that have a particular "look"), **it presents a wonderful opportunity for creativity in design** from the exterior façade to the individual treatment room. **Every part of the design should reflect the high-tech feel of the impressive equipment inside.**

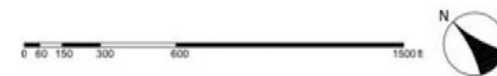
In this diverse metropolitan area, a facility with great patient care, visual design and state of the art technology should be **very pleasing for our patients and family members, referring physicians, personnel and perhaps the investors** who are betting on the best patient centered experience. - **Hak Choy, M.D.**



Proposed Design District TIF Expansion

Dart Rail and Trail Connectivity

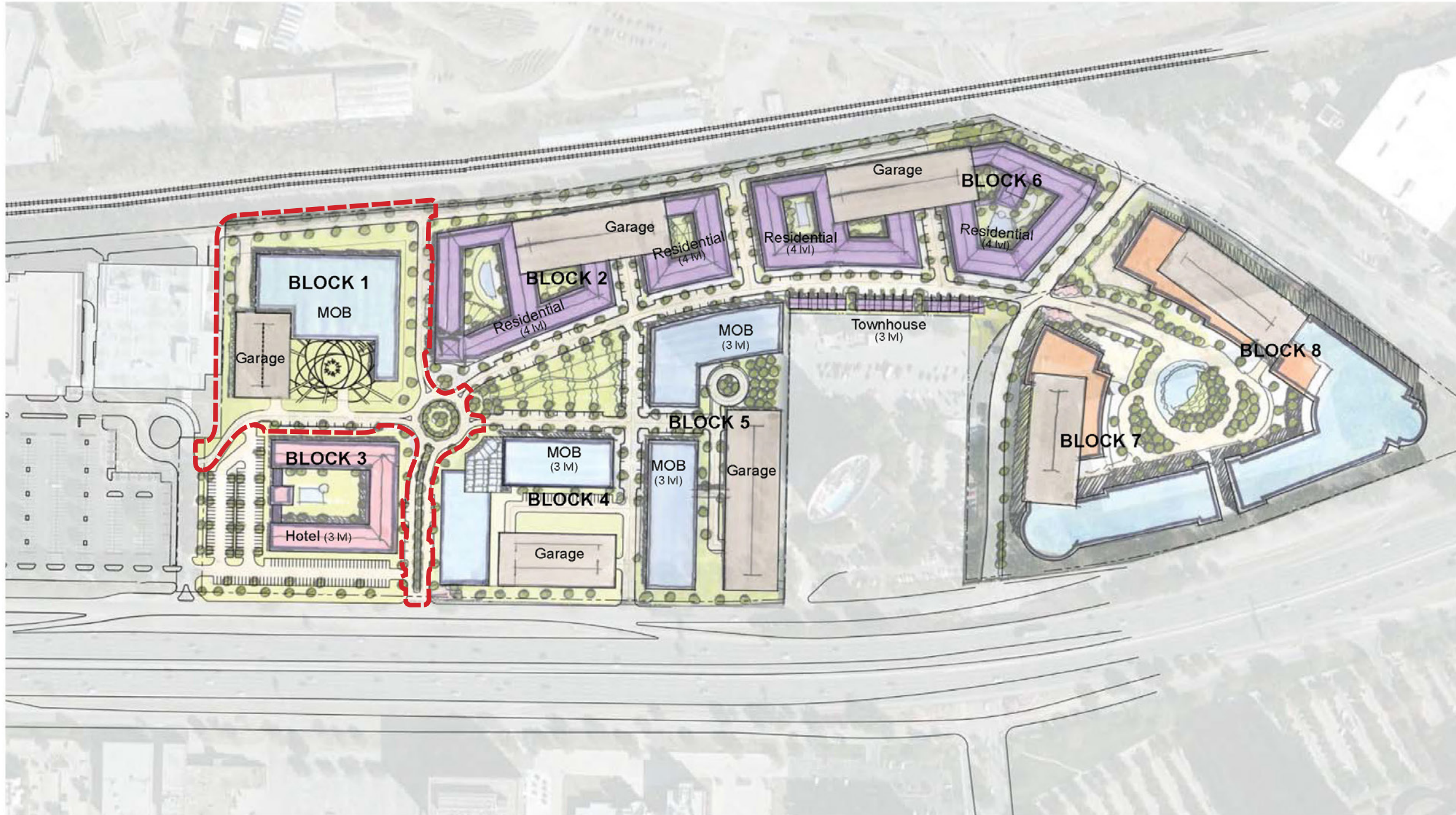
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08/30/2012

CROW HOLDINGS

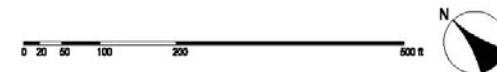




Proposed Design District TIF Expansion

Masterplan

Scale 1" = 100'



11/27/2012

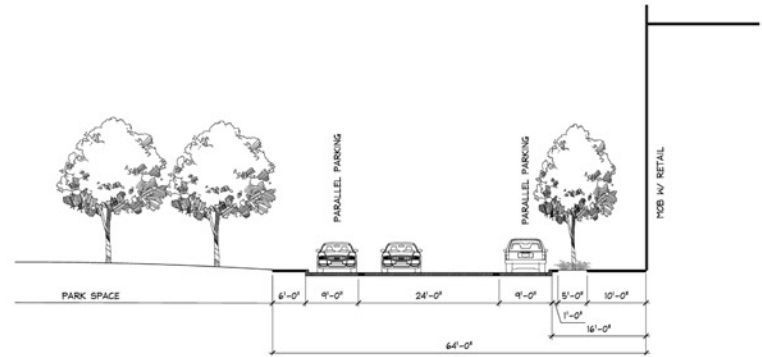
CROW HOLDINGS



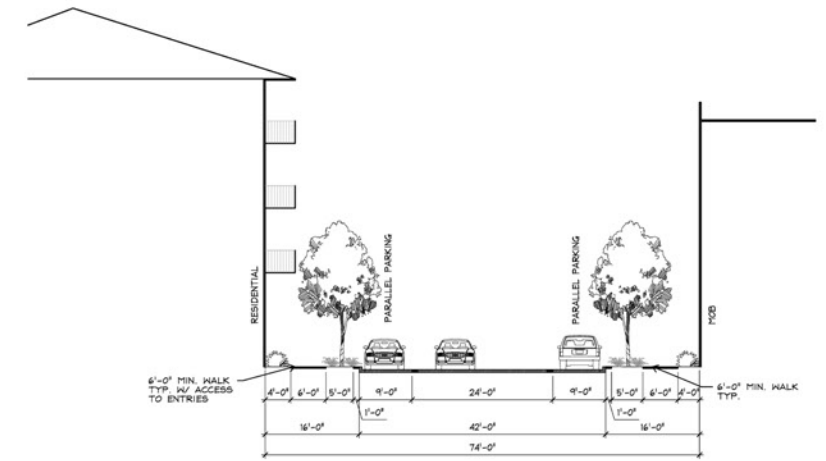


**Legend**

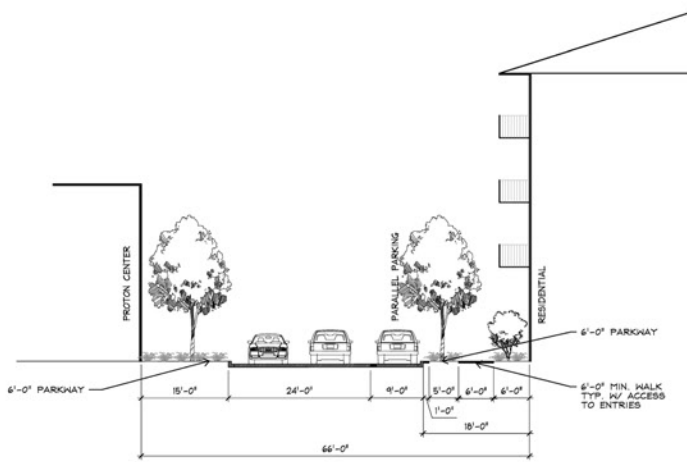
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- Residential
- MOB
- Proton Therapy Center
- Mixed Use
- Garage



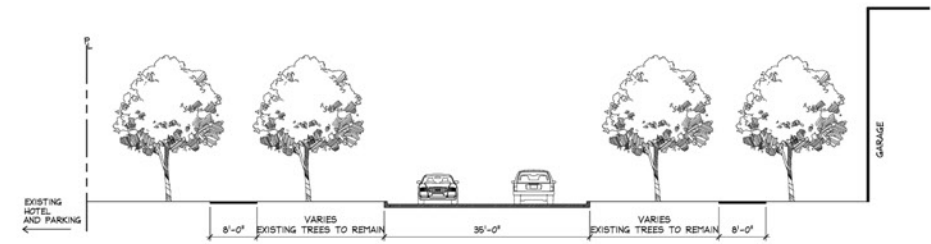
5 Park @ MOB with Retail and Parallel Parking



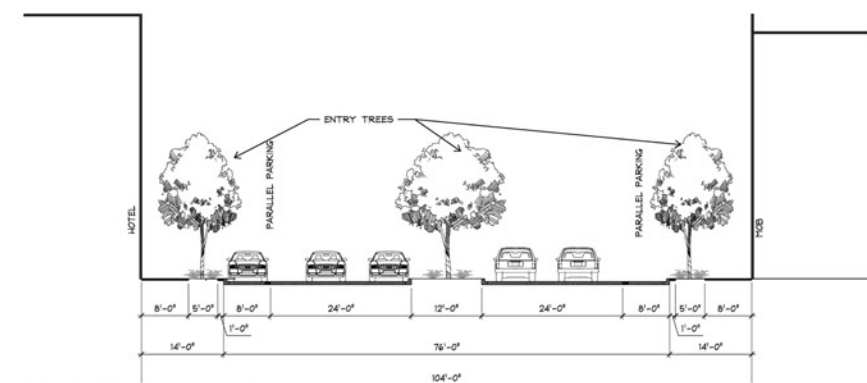
2 Residential @ MOB or Residential w/ Parallel Parking



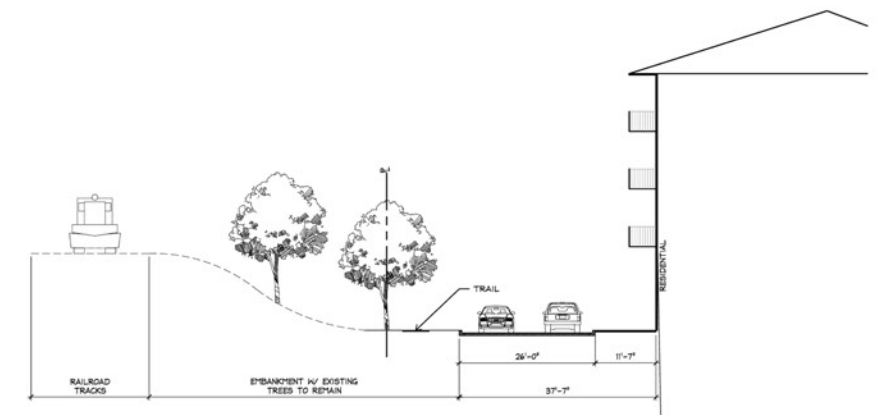
4 Proton Center @ Residential w/ Parallel Parking



1b Renaissance Tower @ Mixed Use

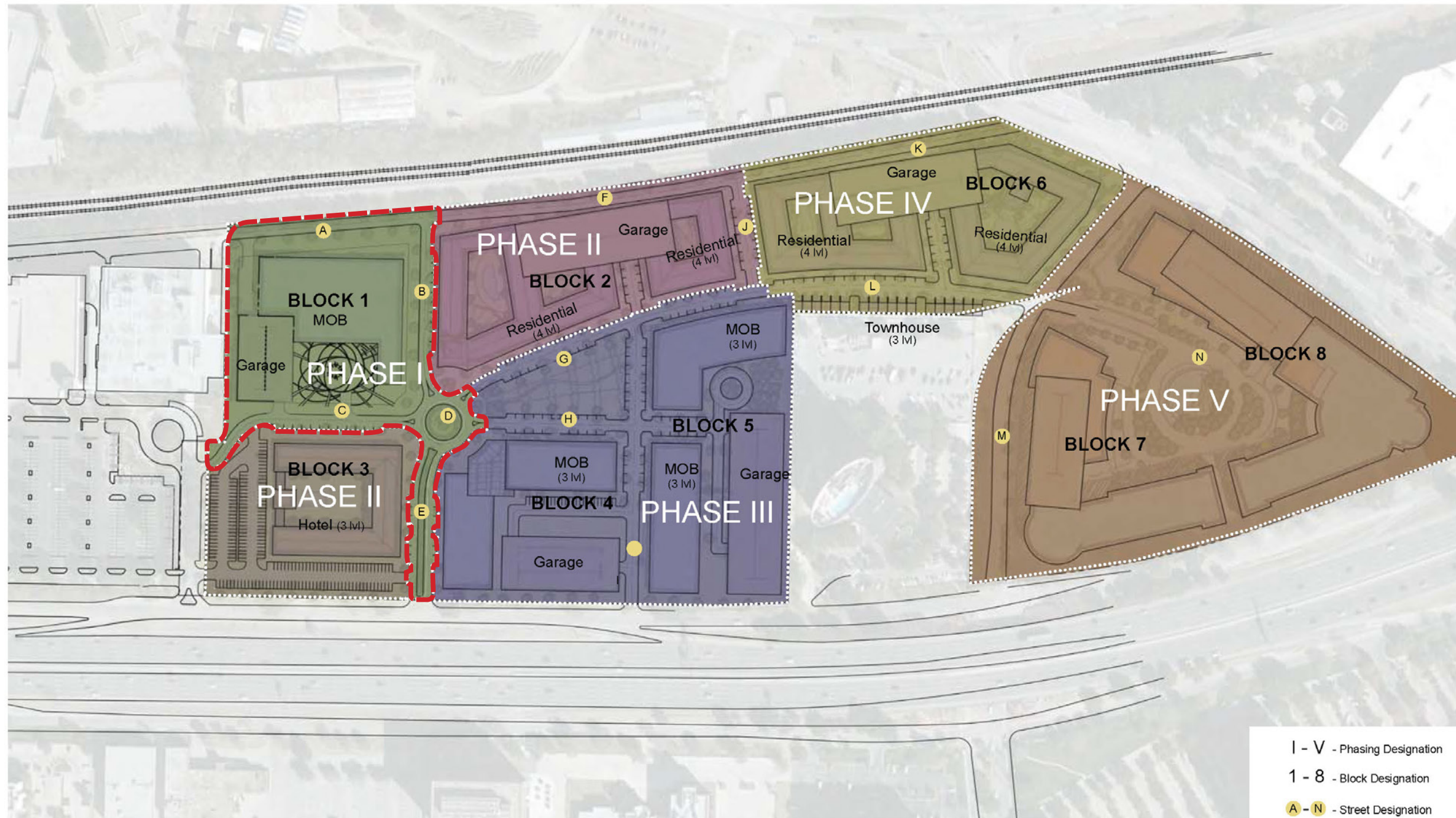


3 Hotel @ MOB @ Entry Drive



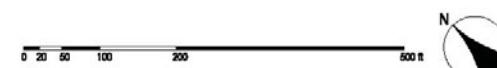
1a Railroad @ Residential

Proposed Design District TIF Expansion



TIF Expenditure Phasing Plan

Scale 1" = 100'



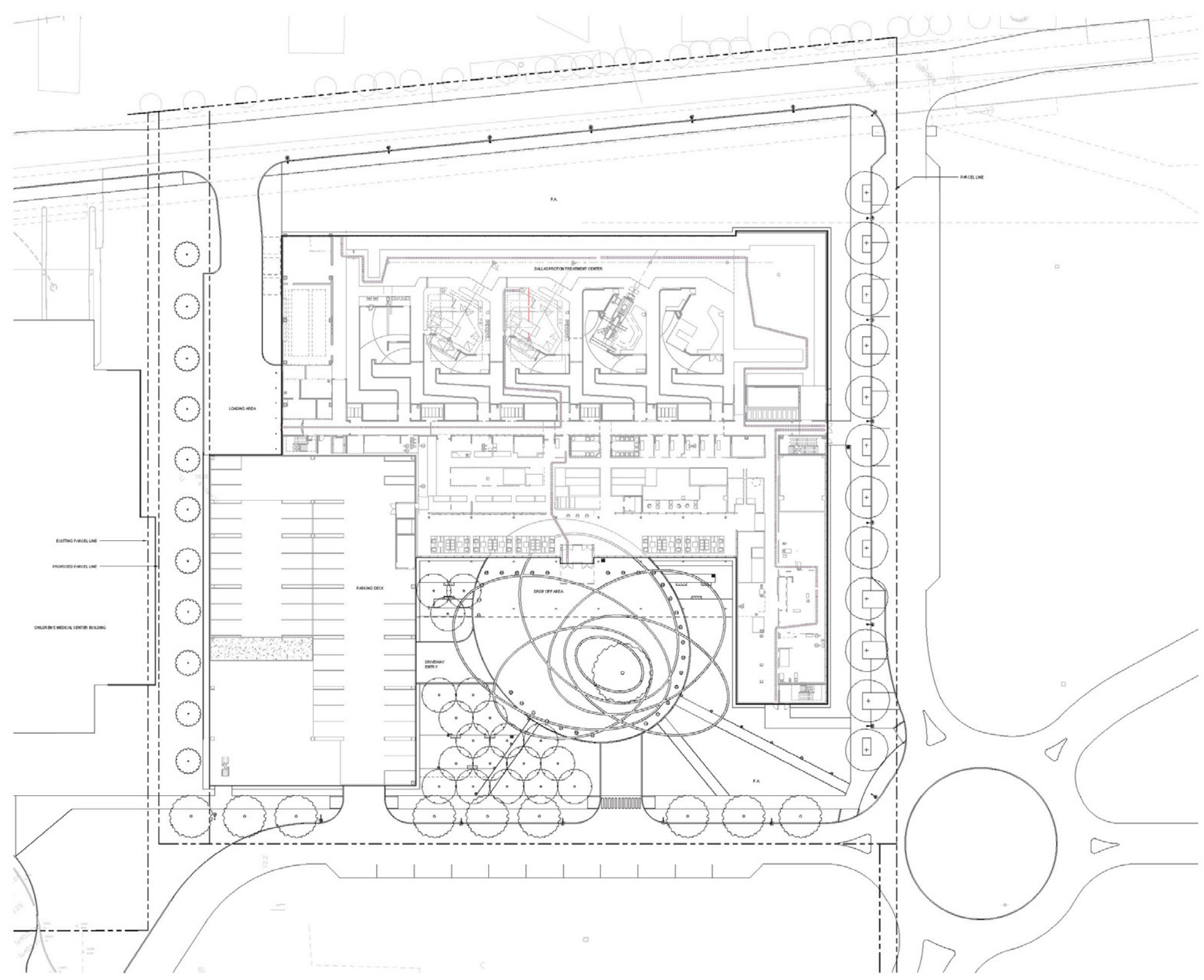
11/27/2012

CROW HOLDINGS









- LEGEND
- GREEN SCREEN FENCE
  - ▨ BENCH
  - ⊕ BOLLARD TYPE A
  - ⊙ BOLLARD TYPE B
  - ⊗ LIGHT BOLLARD
  - ⊠ TRASH RECEPTACLE
  - ⊙ STREET LIGHT

1 OVERALL SITE PLAN  
1" = 20' 0"

**PERKINS + WILL**  
1515 Franklin Street  
Chicago, IL 60606  
312.427.4000  
www.perkinswill.com

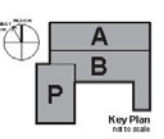
**VVA Associates**  
7111 15th St. #600  
Dallas, TX 75246  
214.742.1000

**Goldstein-Miano LLC**  
1515 Oak Street  
Dallas, TX 75210  
214.742.1000

**Star, Row, Albanese**  
100 Medical Ave. 10th Floor  
New York, NY 10018  
212.512.1000

**DALLAS PROTON TREATMENT CENTER**

Design  
Development  
APRIL 1, 2013

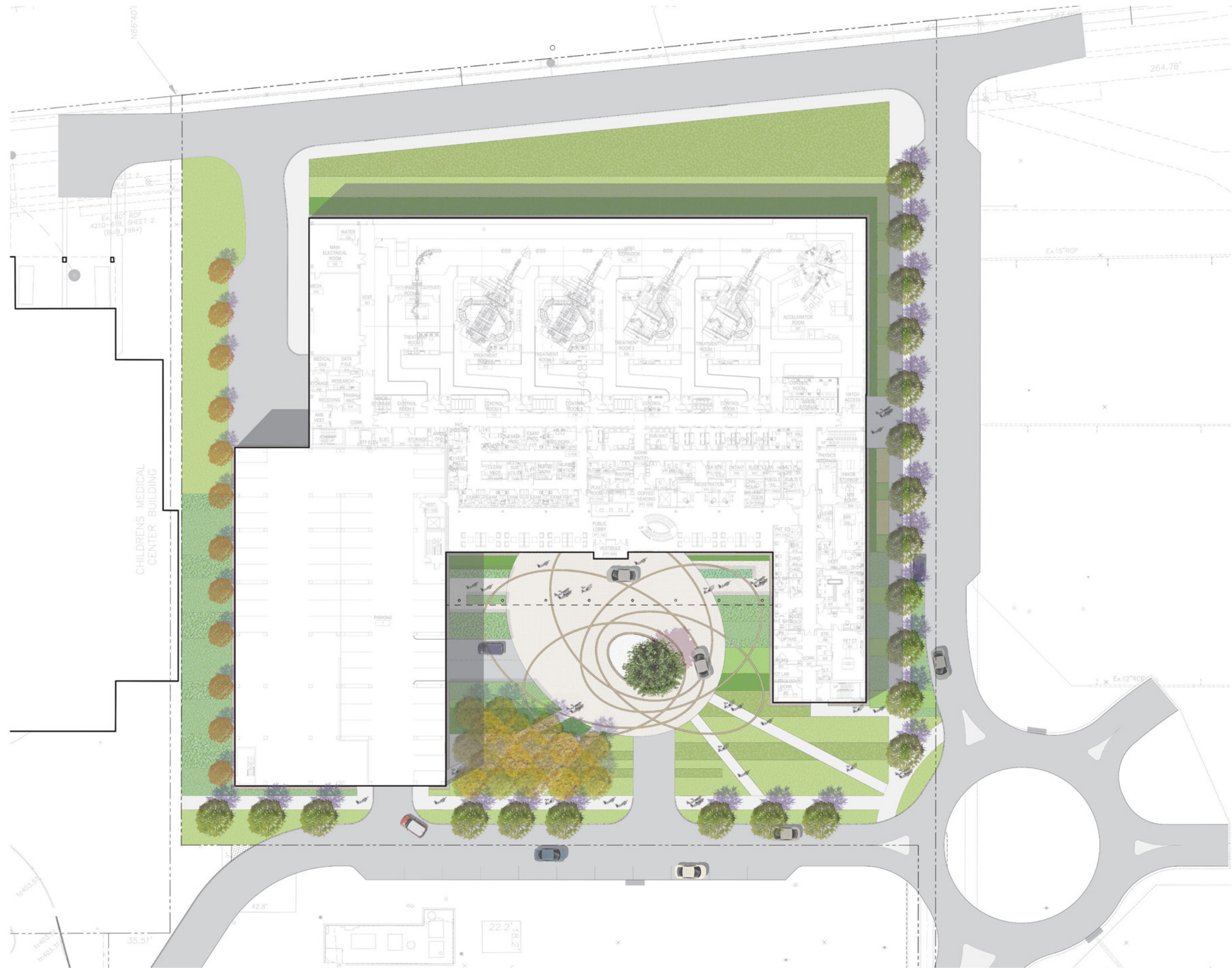


Revisions

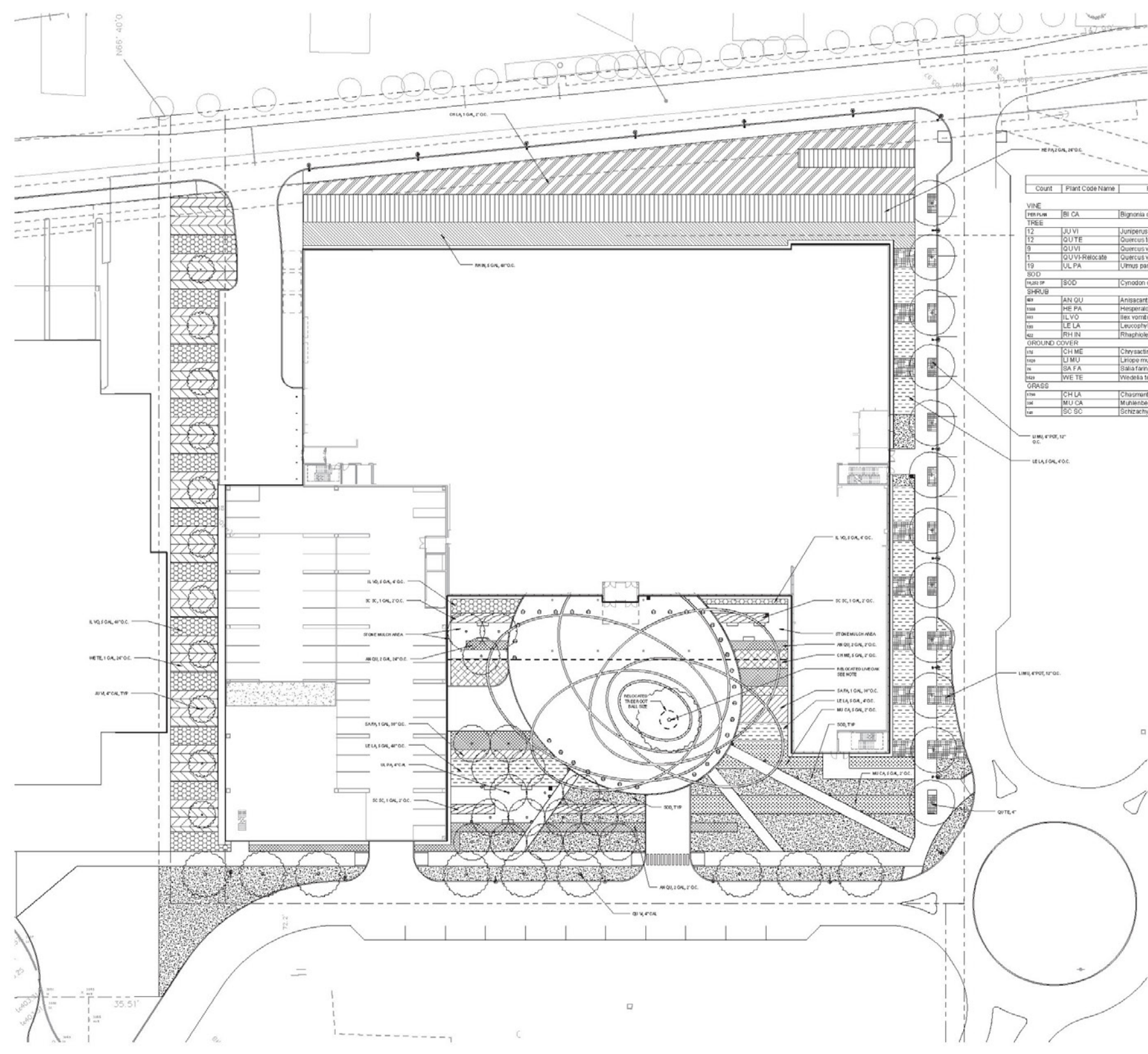
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5	Approved	LA

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**Overall Site Plan**  
Sheet  
**L-100**  
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CHILDRENS MEDICAL CENTER BUILDING



Planting Schedule						
Count	Plant Code Name	Plant Scientific Name	Plant Common Name	Size	Root	Plant Comments
<b>VINE</b>						
1	RI CA	<i>Bignonia capreolata</i>	Cross Vine	2 GAL	30" O.C.	
<b>TREE</b>						
12	JU VI	<i>Juniperus virginiana</i>	Eastern Red Cedar	4" cal	B&B	
9	QU VI	<i>Quercus laevis</i>	Texas Red Oak	4" cal	B&B	
1	QU VI-Reticate	<i>Quercus virginiana</i>	Live Oak	4-10" cal	B&B	
19	UL PA	<i>Ulmus parvifolia</i>	Lacebark Elm	4" cal	B&B	
<b>SOD</b>						
1	SOD	<i>Cynodon dactylon</i>	Tifway Bermuda	SOD		
<b>SHRUB</b>						
1	AN GU	<i>Anisacanthus quadrifidus var. Wrightii</i>	Flame Canebush	2 GAL	24" O.C.	
1	HE PA	<i>Hesperaloe parviflora</i>	Red Yucca	2 GAL	24" O.C.	
1	IL VO	<i>Ilex vomitoria nana</i>	Dwarf Yaupon Holly	5 GAL	24" O.C.	
1	LE LA	<i>Leucophyllum langmaniae</i>	Mountain Sage	5 GAL	48" O.C.	
1	PH BI	<i>Rhaphirolepis indica 'Clara'</i>	White Indian Hawthorn	5 GAL	36" O.C.	
<b>GROUND COVER</b>						
1	CH ME	<i>Chrysactinia mexicana</i>	Dianella	5 GAL	24" O.C.	
1	LI MU	<i>Liriope muscari 'Variegata'</i>	Lily Turf	4" POT	12" O.C.	
1	SA FA	<i>Salvia farinacea 'Henry Doubly'</i>	HO Salvia	1 GAL	36" O.C.	
1	WE TE	<i>Wedelia texana</i>	Wedelia	1 GAL	24" O.C.	
<b>GRASS</b>						
1	CH LA	<i>Chasmodon latifolium</i>	Inland Sea Oats	1 GAL	24" O.C.	
1	MU CA	<i>Muhlenbergia capillaris</i>	Muhly Grass	5 GAL	24" O.C.	
1	SC SC	<i>Schizachyrium scoparium</i>	Little Blue Stem	1 GAL	24" O.C.	

- LANDSCAPE NOTES**
1. ALL LANDSCAPE AREAS TO BE IRRIGATED WITH AN UNDERGROUND AUTOMATIC IRRIGATION SYSTEM.
  2. CONTRACTOR SHALL VERIFY ALL EXISTING AND PROPOSED SITE ELEMENTS AND NOTIFY LANDSCAPE ARCHITECT OF ANY DISCREPANCIES. SURVEY DATA OF EXISTING CONDITIONS NOT SUPPLIED BY OTHERS.
  3. CONTRACTOR IS RESPONSIBLE FOR OBTAINING ALL REQUIRED LANDSCAPE AND IRRIGATION PERMITS.
  4. ALL REQUIRED LANDSCAPING SHALL BE MAINTAINED IN A HEALTHY AND GROWING CONDITION AT ALL TIMES. THIS SHALL INCLUDE MOULDED, ROOTING, PRUNING, FERTILIZING, IRRIGATION, WEEDING, AND OTHER SUCH AS ACTIVELY RELATED TO THE MAINTENANCE OF LANDSCAPING.
  5. LANDSCAPED AREAS SHOULD BE KEPT FREE OF TRASH, LITTER, WEEDS AND OTHER SUCH MATERIAL OR PLANTS NOT A PART OF THE LANDSCAPING.
  6. ALL PLANTING BEDS SHALL BE MAINTAINED IN A HEALTHY AND GROWING CONDITION AS IS APPROPRIATE FOR THE SEASON OF THE YEAR.
  7. ALL PLANTING BEDS SHALL HAVE A MINIMUM THREE (3) INCH MULCH LAYER, REFER TO SPECIFICATION SECTION FOR MATERIAL.
  8. TREE PLANTING SOIL TO BE IN ACCORDANCE WITH SPECIFICATION SECTION.
  9. IT IS RESPONSIBILITY OF THE CONTRACTOR TO ADVISE THE OWNER'S REPRESENTATIVE OF ANY CONDITIONS OR SITE WHICH PREVENTS INSTALLATION AS SHOWN ON THESE PLANS.
  10. TREES OVERHANGING PARKS AND PARKING AREAS SHALL HAVE A CLEAR TRUNK HEIGHT OF EIGHT FEET (8').
  11. ALL PLANT MATERIAL SHALL BE SHIPPED AND MAINTAINED IN A HEALTHY AND GROWING CONDITION AND MUST BE REPLACED WITH PLANT MATERIAL OF SIMILAR VARIETY AND SIZE IF DAMAGED, DESTROYED OR LOST.
  12. RELOCATED 1" CAL LINE ONE FROM ADJACENT EXISTING SITE. REFER TO LANDSCAPE ARCHITECT FOR TREE SCHEDULE.

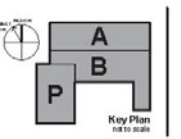
1 PLANTING PLAN  
1" = 20'-0"

**PERKINS + WILL**  
1011 Peachtree Street  
Atlanta, GA 30309  
404.521.2200  
perkinswill.com

**Goldco-Milano LLC**  
1011 Peachtree Street  
Atlanta, GA 30309  
404.521.2200  
perkinswill.com

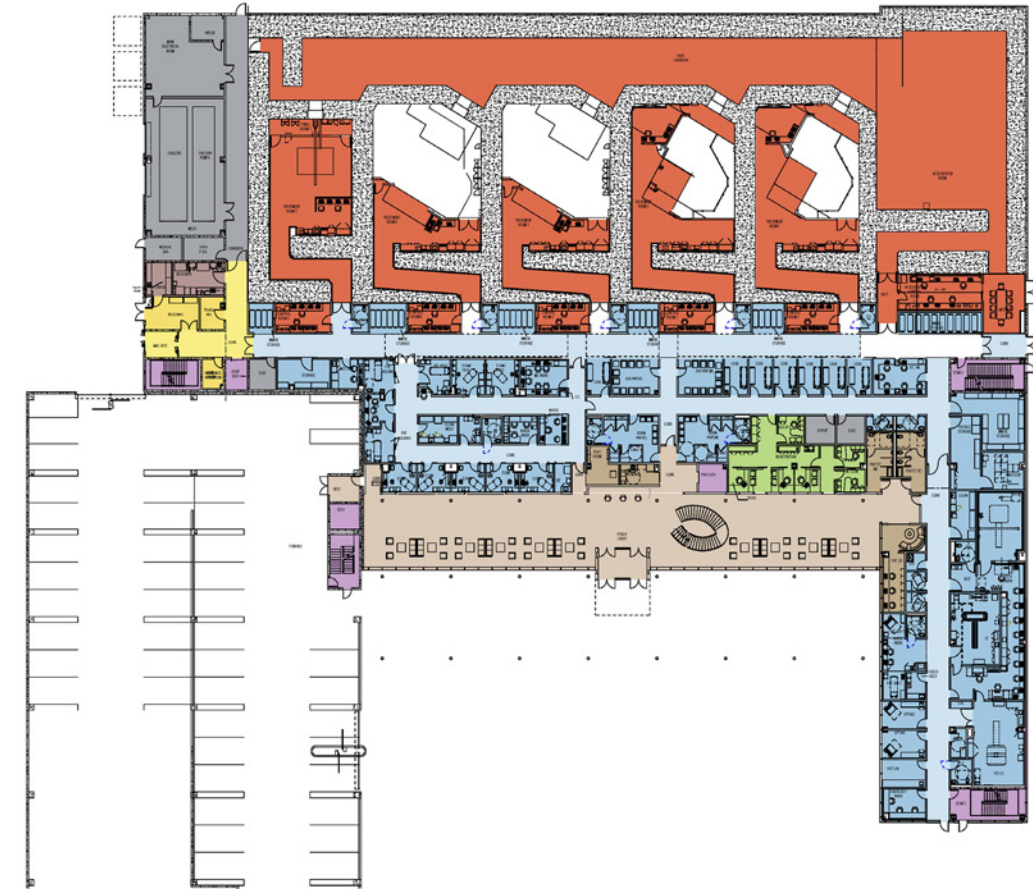
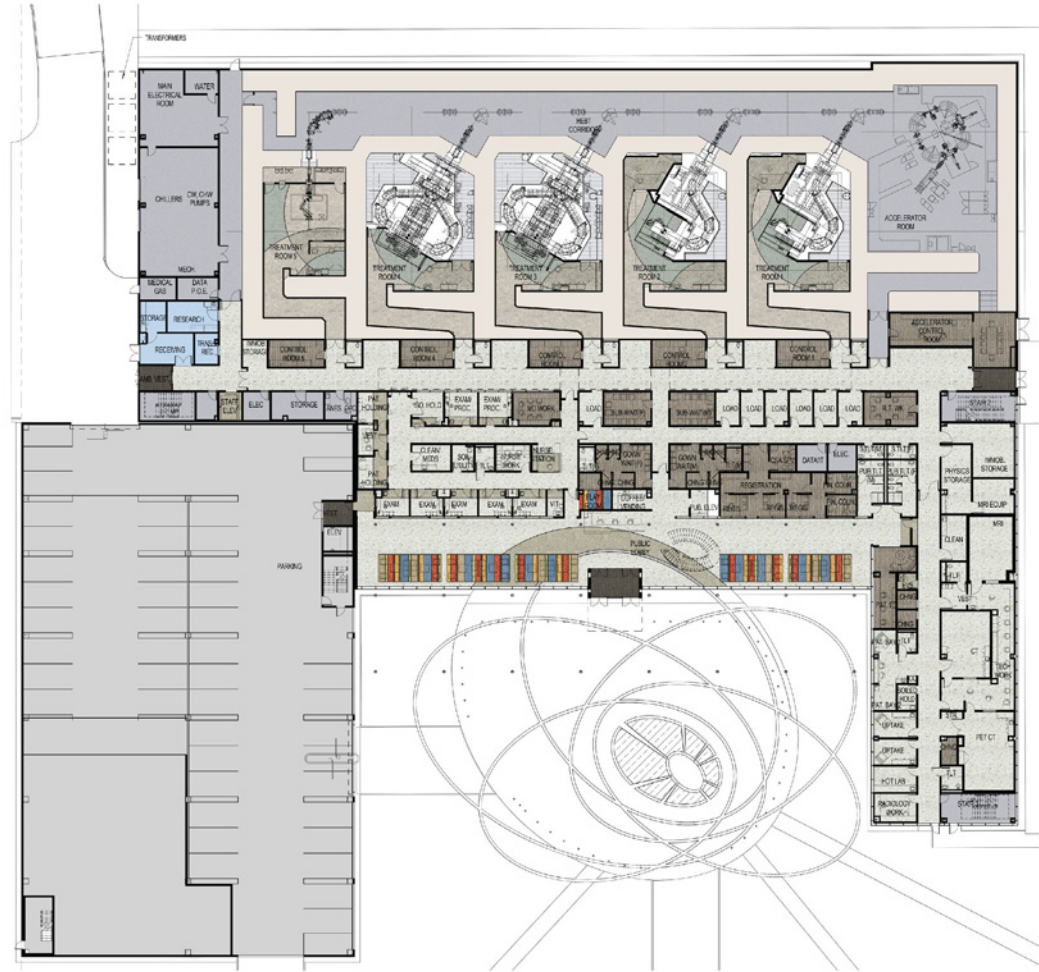
**DALLAS PROTON TREATMENT CENTER**

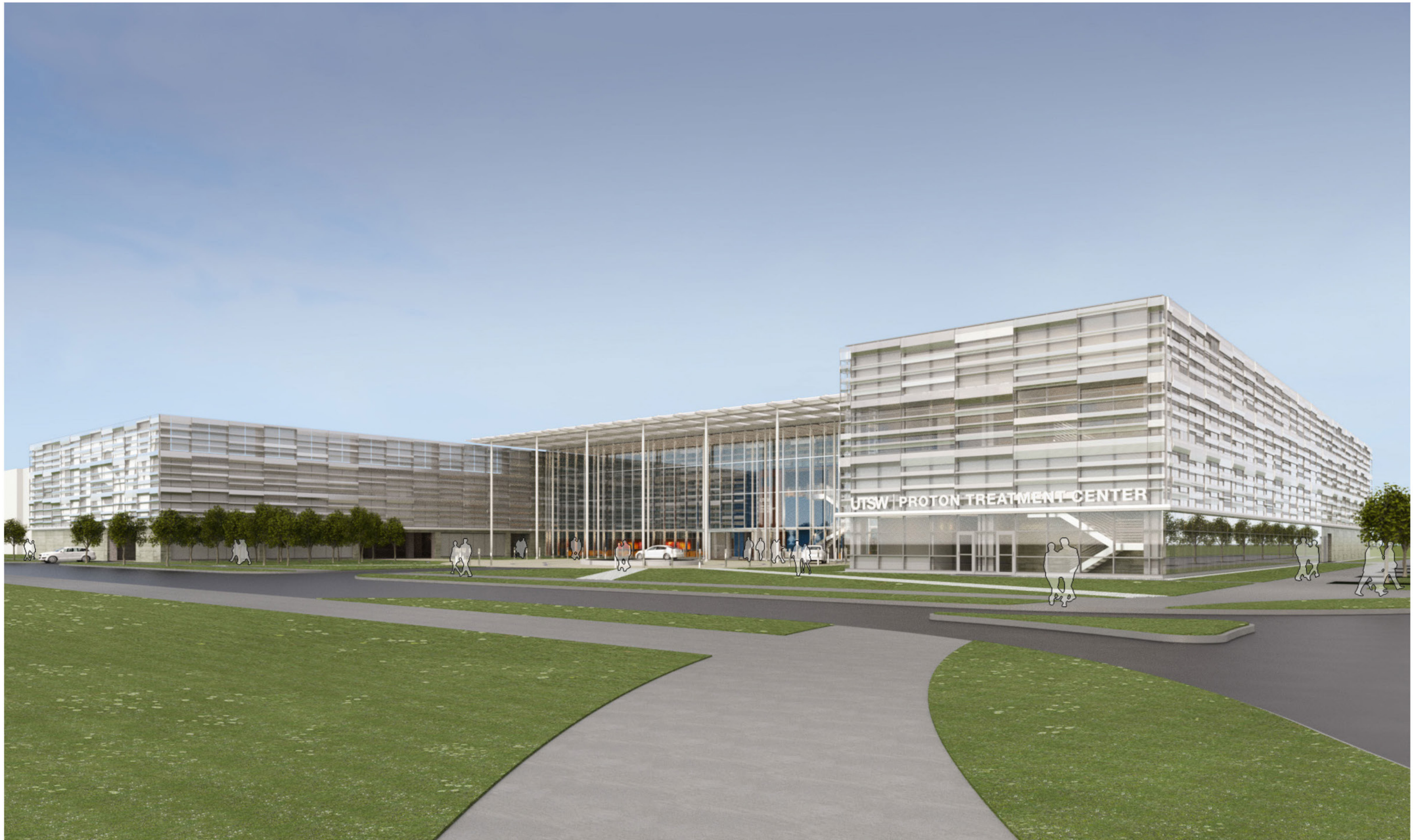
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APRIL 1, 2013



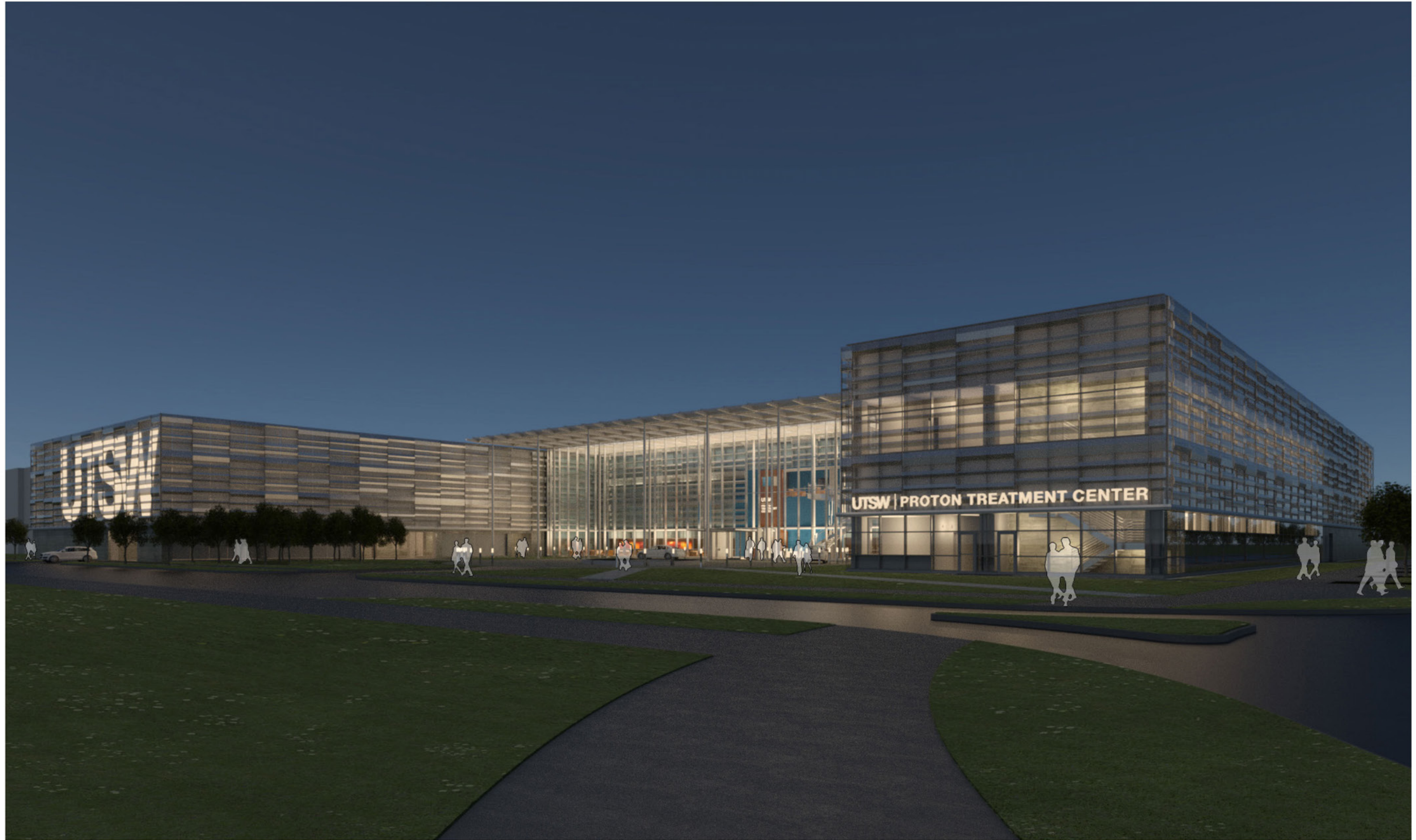
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**PLANTING PLAN**  
Sheet  
**L-200**  
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CAMPUS ENTRY DAY



CAMPUS ENTRY NIGHT



DRIVEWAY DAY





DRIVEWAY NIGHT



COURTYARD DAY



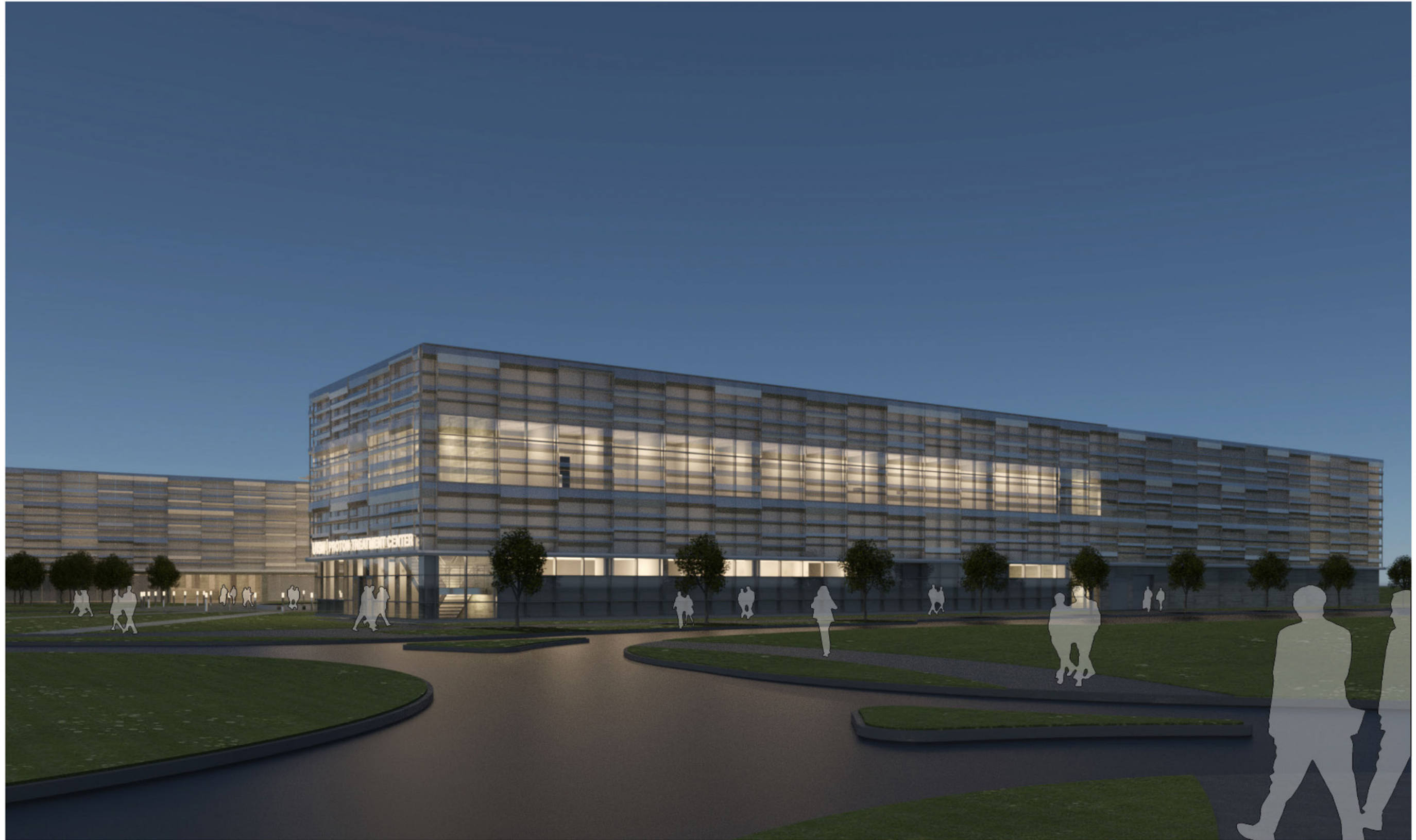
COURTYARD NIGHT



CAMPUS GREEN DAY

DALLAS PROTON TREATMENT CENTER

03.20.13



CAMPUS GREEN NIGHT



CHILDREN'S DAY

DALLAS PROTON TREATMENT CENTER

03.20.13



CHILDREN'S NIGHT



DOCK DAY

DALLAS PROTON TREATMENT CENTER

03.20.13





SERVICE ROAD DAY

DALLAS PROTON TREATMENT CENTER

03.20.13



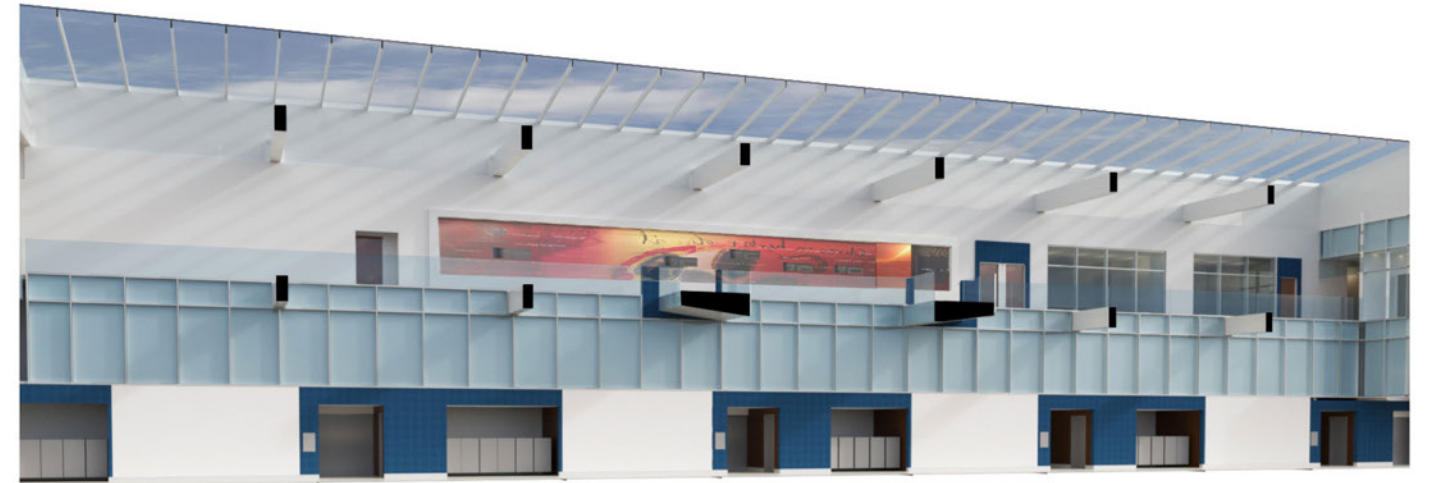
LOBBY WEST



LOBBY EAST



TREATMENT CORRIDOR LEVEL 01



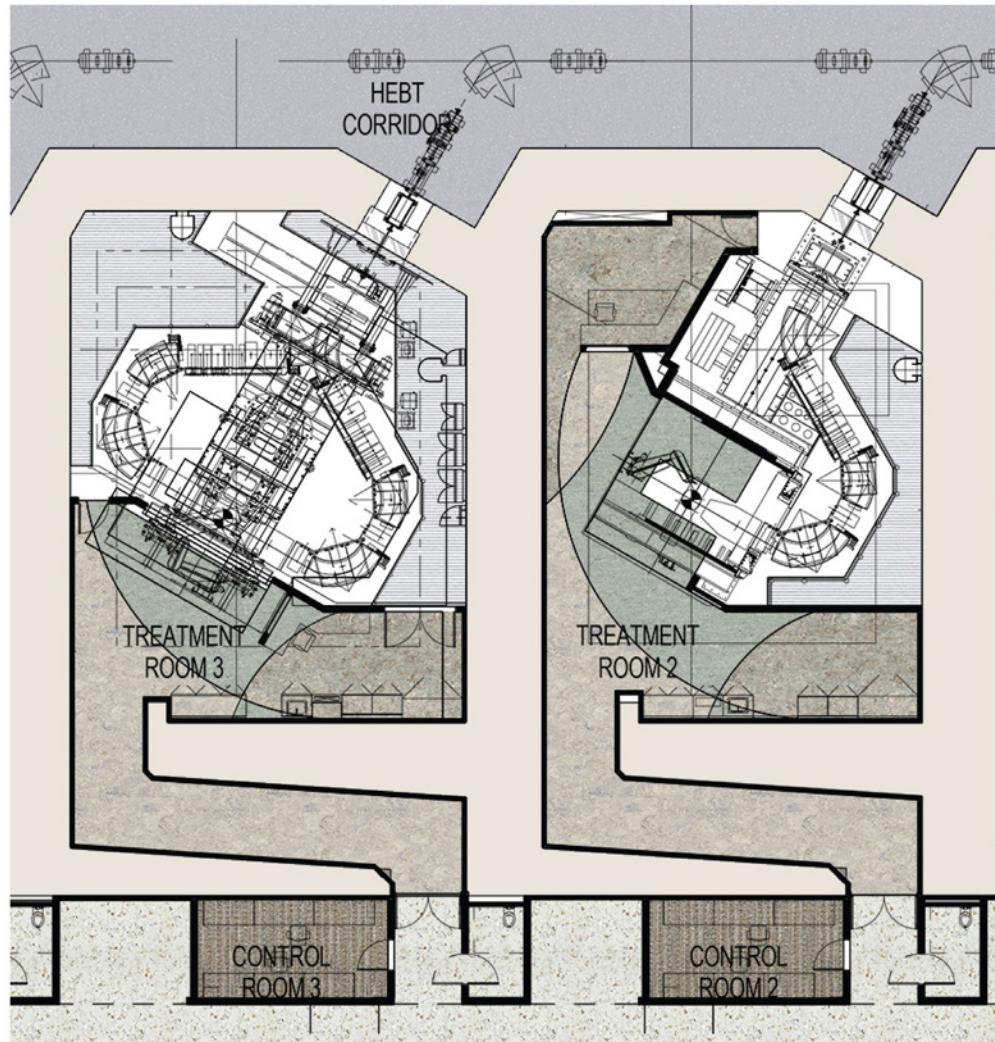
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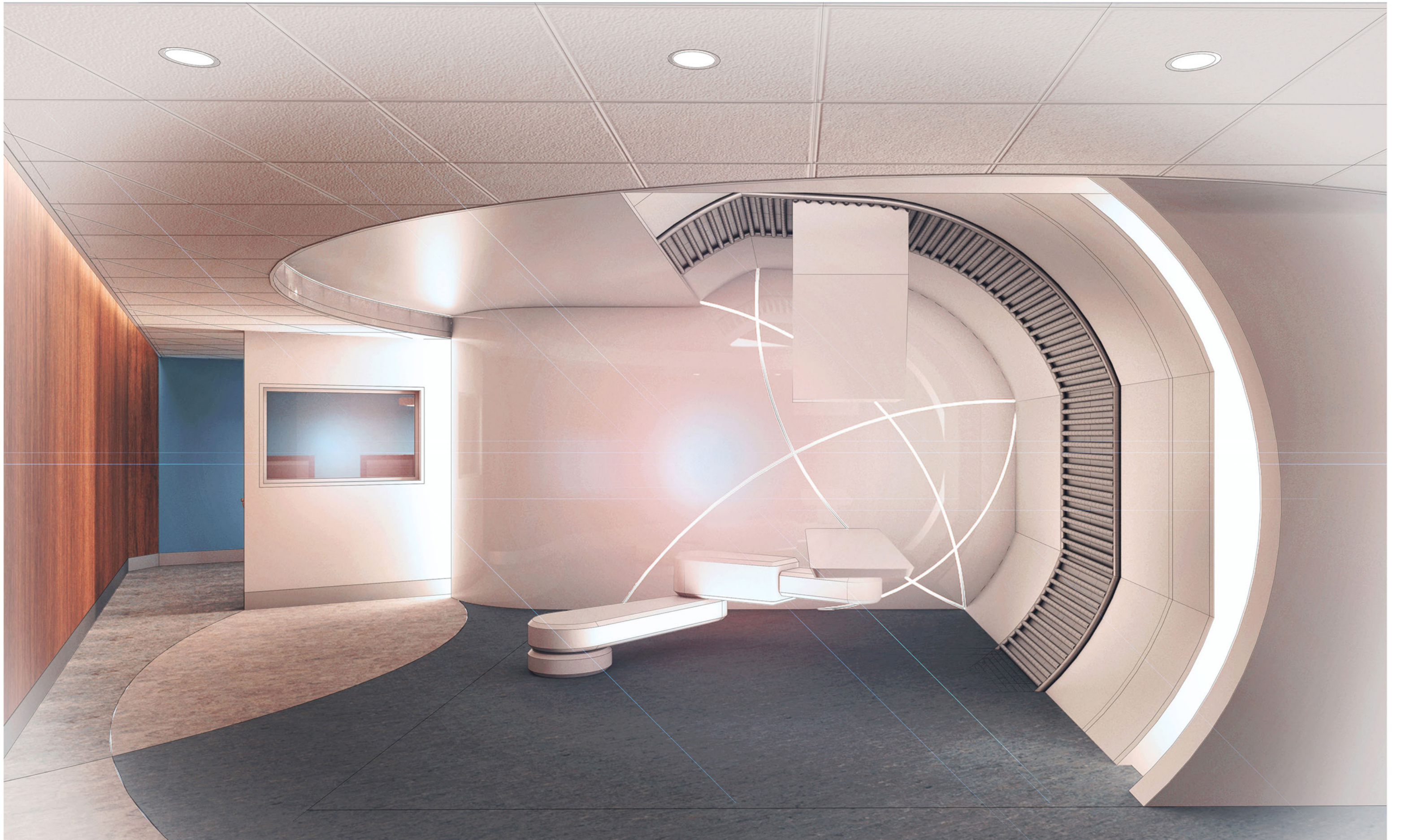
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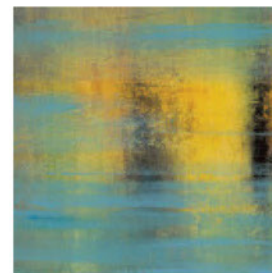
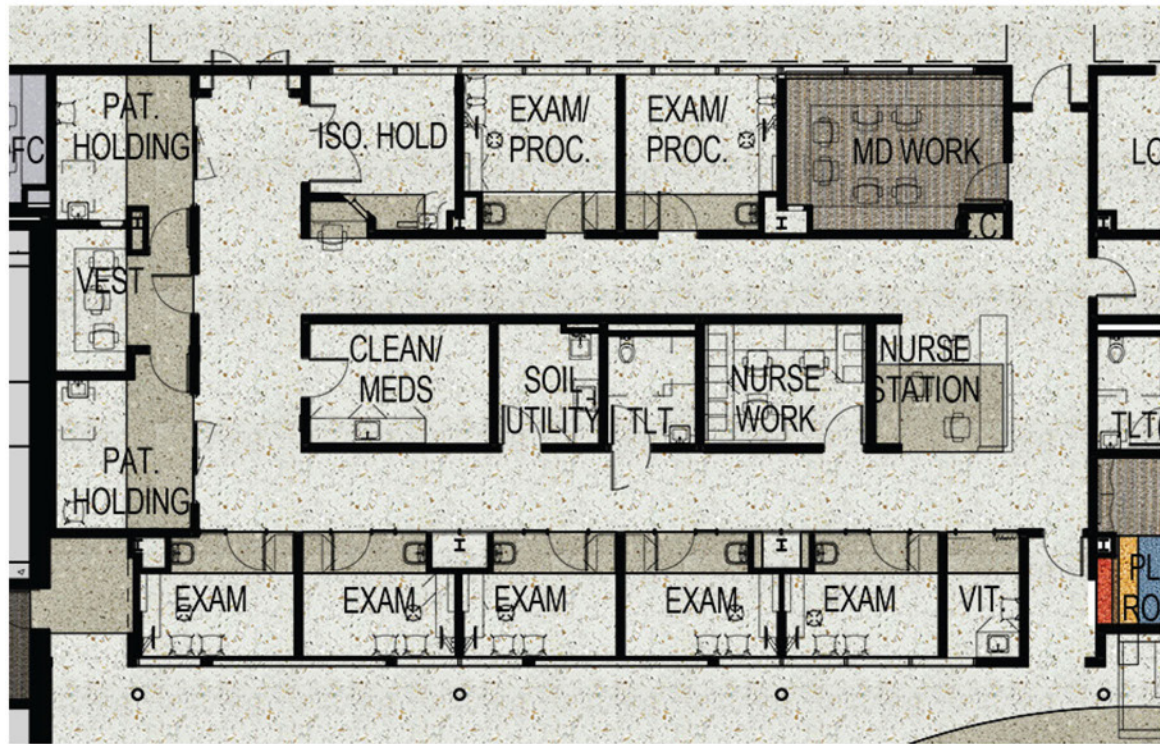


TREATMENT CORRIDOR LEVEL 02



PUBLIC TOILETS





EXAM ROOM



