

## Applicable Urban Design Priorities Project Should Achieve

- [1] Attention should be given to the treatment of the pedestrian experience along both Pearl and St. Paul to create inviting pedestrian connections to the park -

Consideration should be given to condensing or combining garage access drives in order to minimize their impact on the public realm and enhance pedestrian connections to the park.

- [2] Grade changes along the Flora sidewalk frontage should be negotiated in a way that avoids significant barriers between sidewalk patios and throughway zone, thus maximizing the flexibility of the space -

Permanent landscape barriers should be avoided in the Flora streetscape. Public realm treatment should maximize flexibility of uses and arrangements of the space.

UDPRP recommendations from both the March 22, 2013 peer review meetings listed below:

City of Dallas

### UDPRP Review Summary 03.22.13

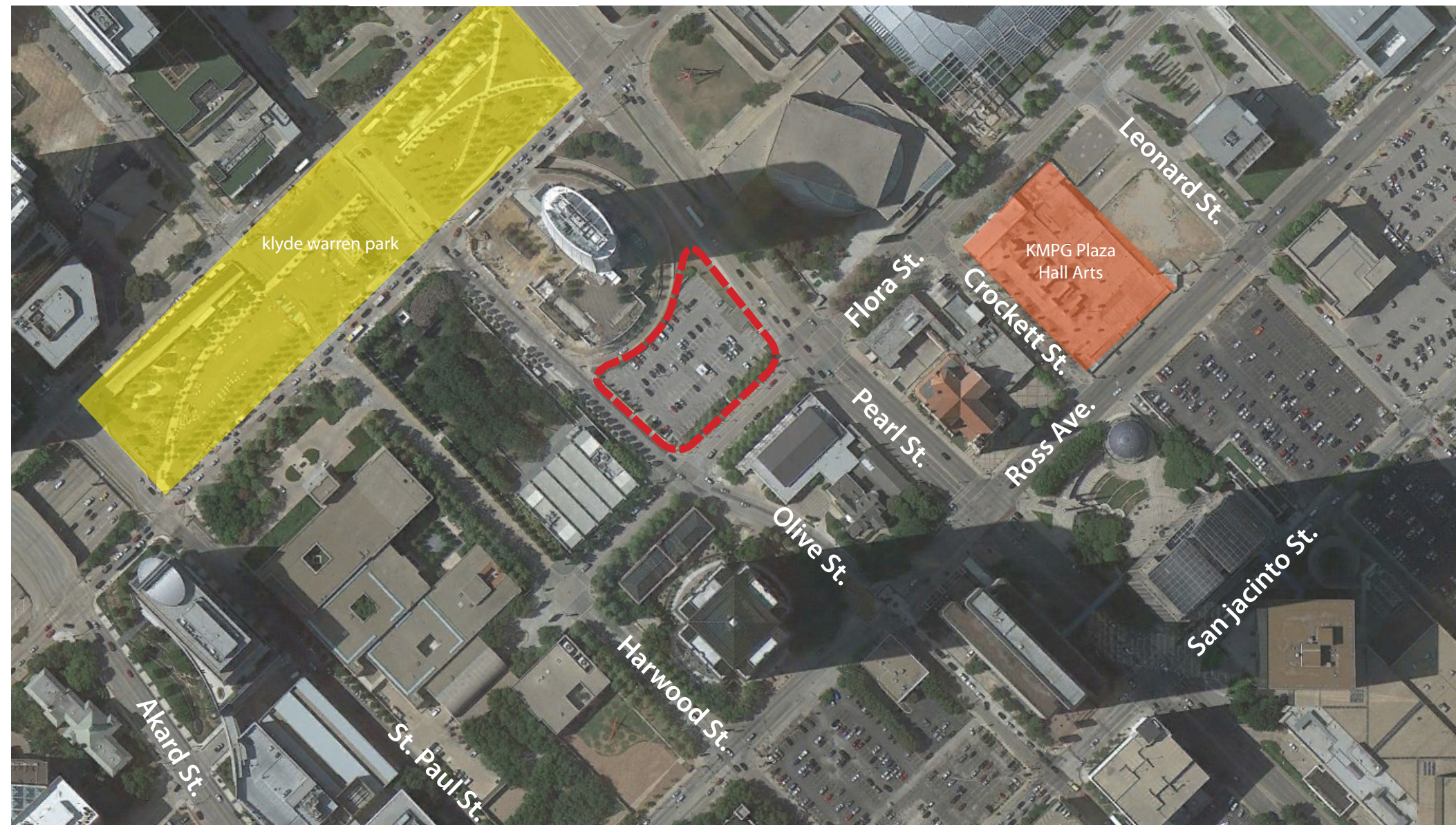
Urban Design Peer Review Panel

DATE: 03.22.13

PROJECT: Flora Lofts

#### Advice Summary

- [1] Relative to the architecture of the building and the social impulse of the project the panel is extremely positive about the proposal.
- [2] Diagrammatic representation showing how subsequent phases will address the perimeter of the urban block and street edges should be developed noting edge condition at street level, entrance locations and service areas.



## Policy References

Dallas Arts District Sasaki Plan

Downtown Dallas 360  
Chapter 3, Chapter 4

## Context Description

The project site is located in the Arts District along Flora, between Olive and Pearl. Klyde Warren Park is located to the west of the block which is also shared with Museum Tower. 2121 Flora is one of the few remaining development sites along Flora Street, and represents an important opportunity to reinforce the built edge of the street and introduce additional neighborhood residents, retail and activity in the Arts District.

Originally reviewed on 03-26-13 under the name Flora Lofts, the project scope has been revised to include a residential tower component. Key considerations for the project are careful study around tower reflectivity and impact on adjacencies, establishing and enhancing strong pedestrian connections to Klyde Warren park, and creating an active and flexible public realm along Flora street.

## 2121 Flora St.

Neighborhood:  
Dallas Arts District

Program:  
Retail/Residential  
412 residential units  
10,250 sqft. retail



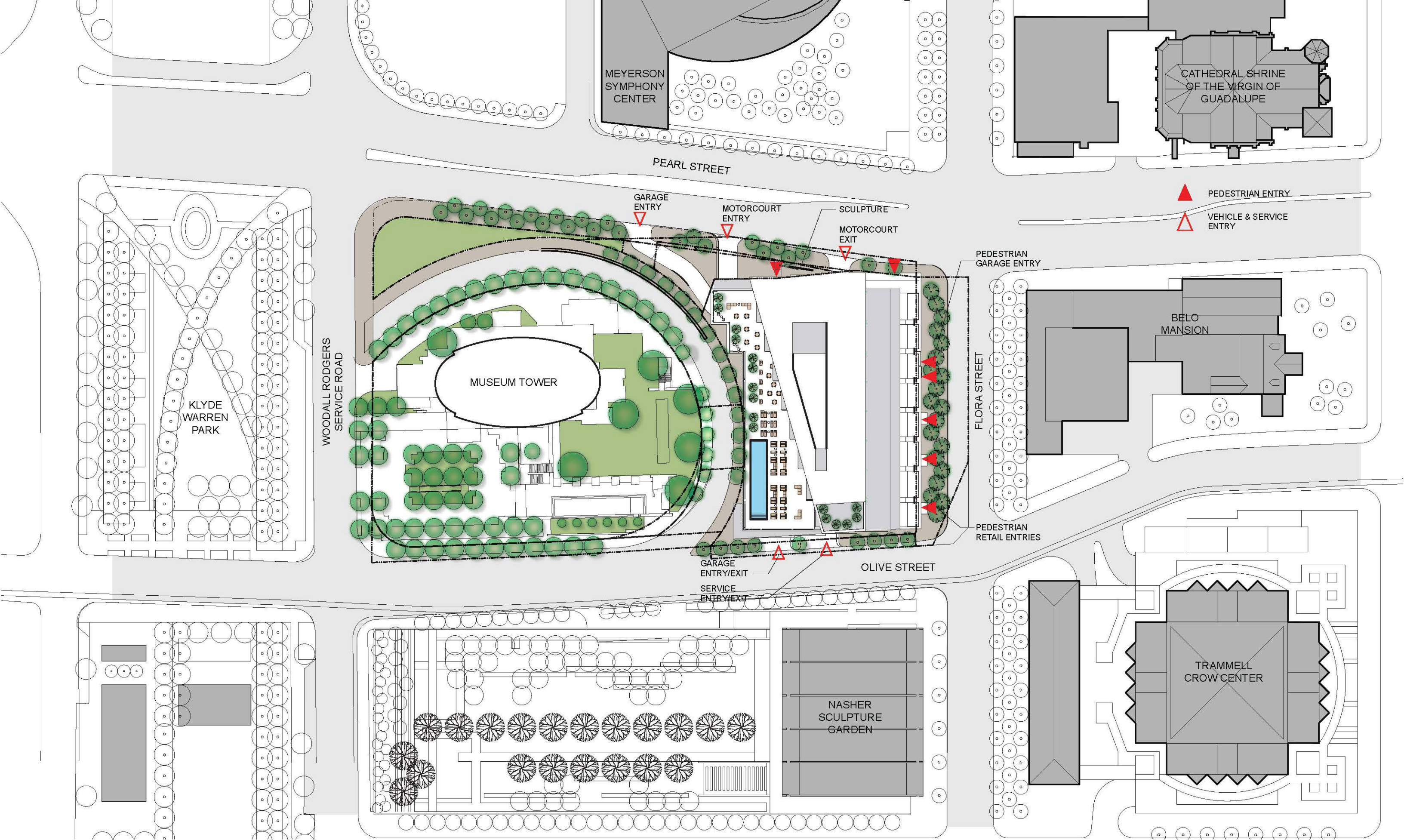
# Atelier | Flora Lofts Dallas



# SITE DESIGN

- **SITE DESIGN**
- ARCHITECTURAL /SOCIAL CONSIDERATIONS
- EXTERIOR ARCHITECTURAL DESIGN
- PERSPECTIVE VIEWPOINTS
- INTERIOR ARCHITECTURAL PLANS





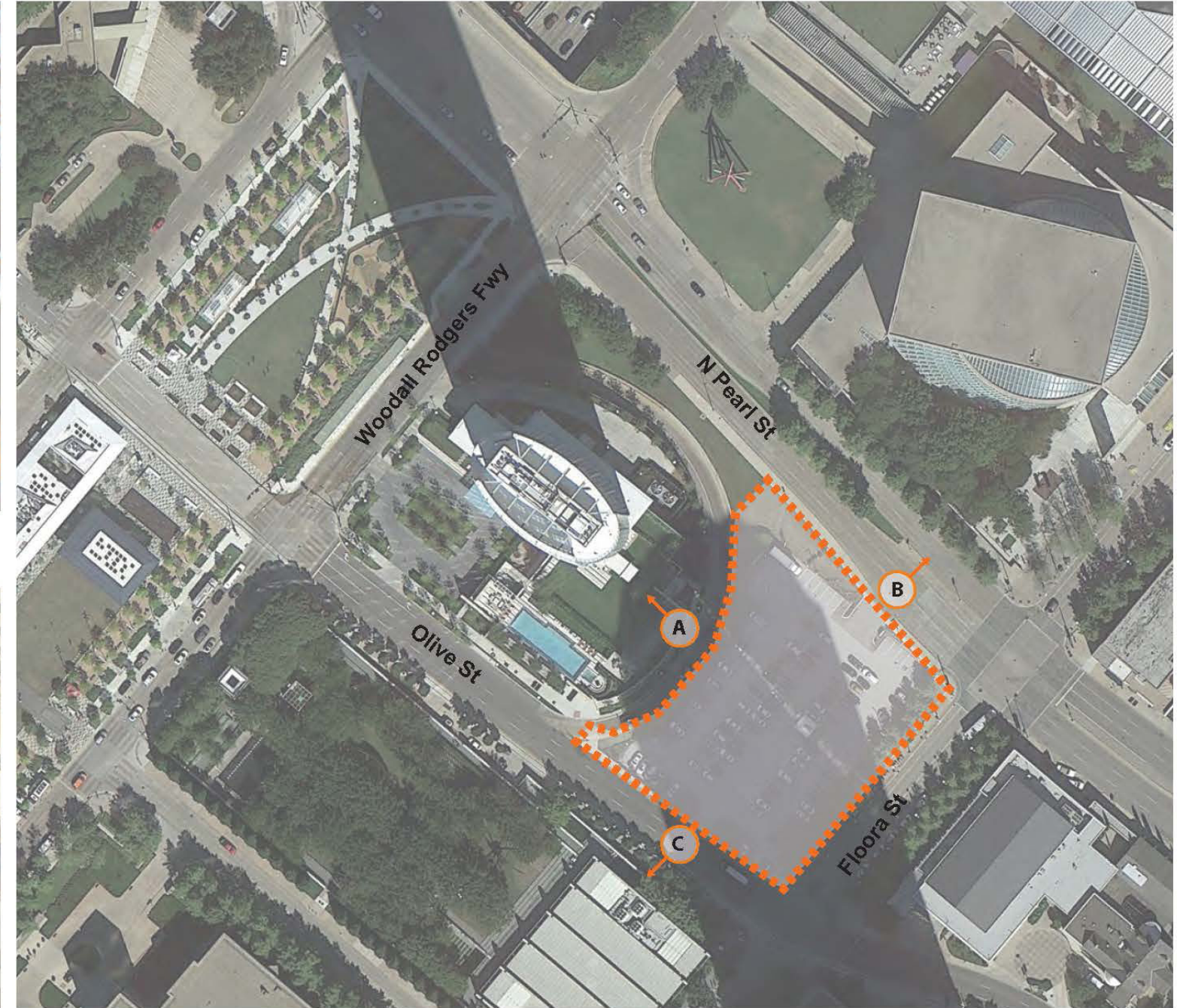


**A** | View A  
Museum Tower

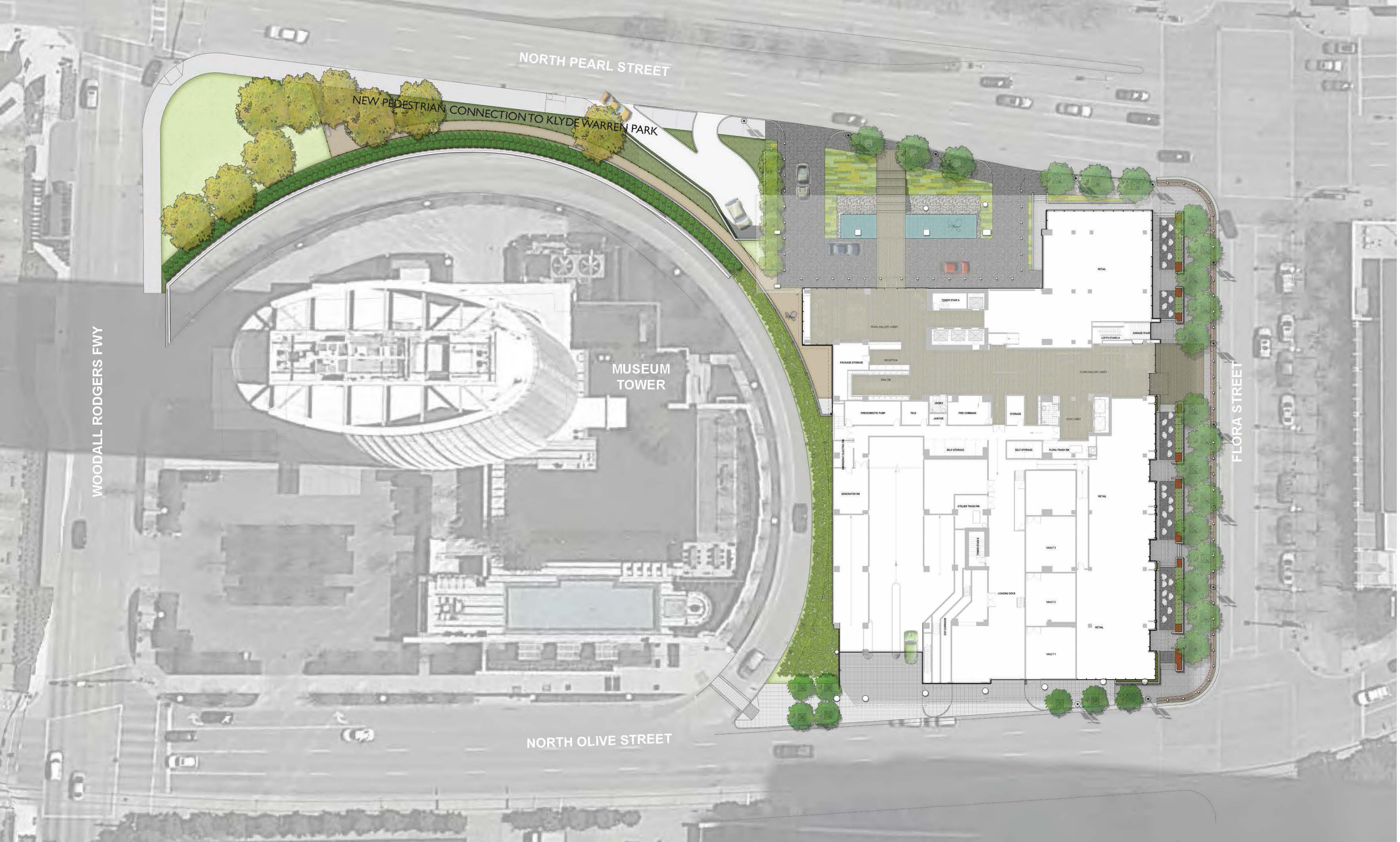
**B** | View B  
Meyerson Symphony Center



**C** | View C  
Nasher Sculpture Center



**I** | Aerial Map  
No Scale



NORTH PEARL STREET

NEW PEDESTRIAN CONNECTION TO KLYDE WARREN PARK

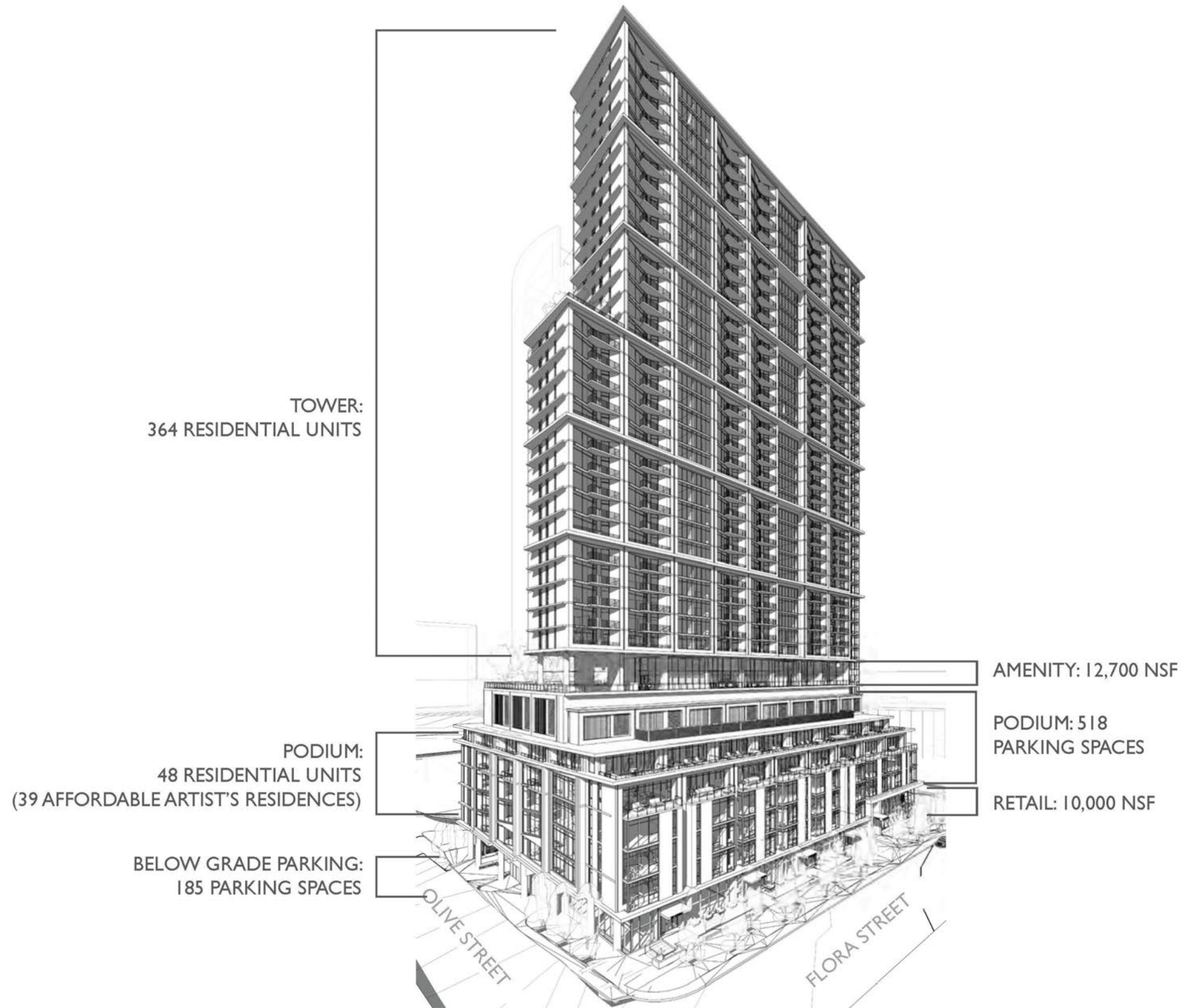
WOODALL RODGERS FWY

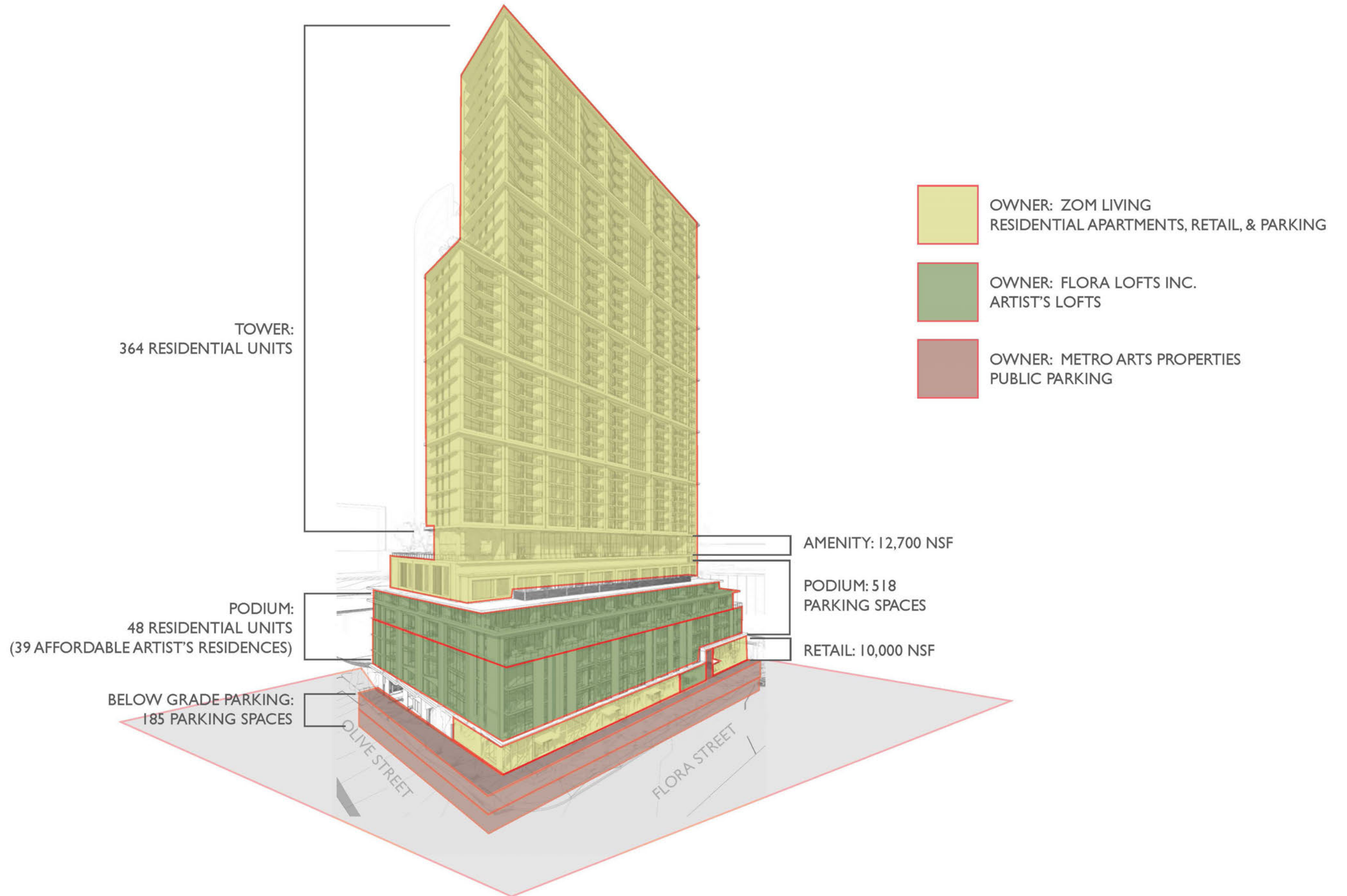
MUSEUM TOWER

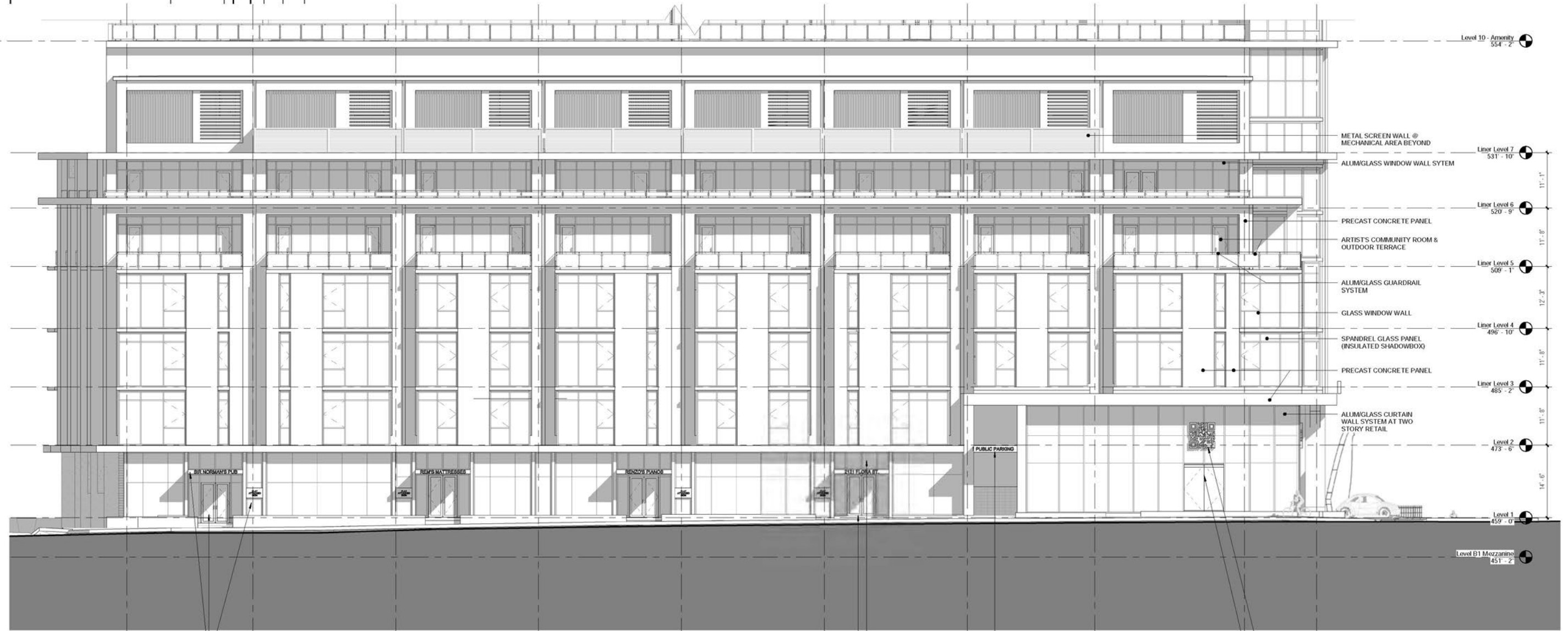
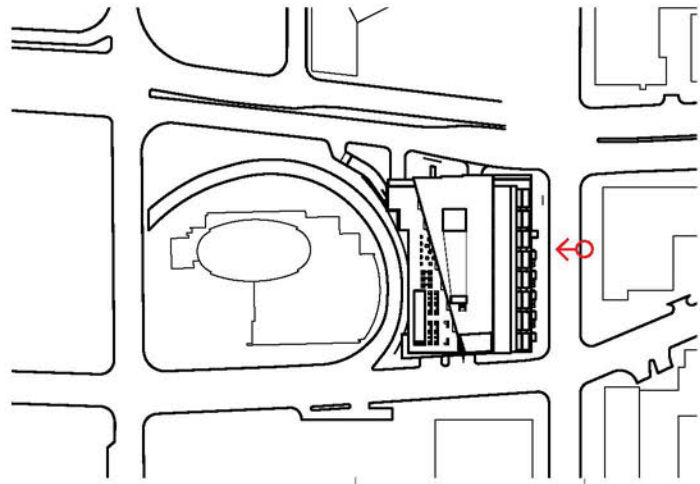
FLORA STREET

NORTH OLIVE STREET









Level 10 - Amenity  
554' - 2"

METAL SCREEN WALL @ MECHANICAL AREA BEYOND  
Liner Level 7  
531' - 10"

ALUMI/GLASS WINDOW WALL SYSTEM  
11' - 1"

PRECAST CONCRETE PANEL  
Liner Level 6  
520' - 9"

ARTISTS COMMUNITY ROOM & OUTDOOR TERRACE  
11' - 8"

ALUMI/GLASS GUARDRAIL SYSTEM  
Liner Level 5  
509' - 1"

GLASS WINDOW WALL  
12' - 3"

SPANDREL GLASS PANEL (INSULATED SHADOWBOX)  
Liner Level 4  
496' - 10"

PRECAST CONCRETE PANEL  
11' - 8"

Liner Level 3  
485' - 2"

ALUMI/GLASS CURTAIN WALL SYSTEM AT TWO STORY RETAIL  
11' - 8"

Level 2  
473' - 6"

14' - 0"

Level 1  
459' - 0"

Level B1 Mezzanine  
451' - 2"

TYPICAL RETAIL ENTRY LOCATION  
3 POTENTIAL LOCATIONS SHOWN - EACH CONTAINING:  

- GLASS ENTRY DOORS
- (1) FIXED METAL CANOPY, WITH TRANSLUCENT PANEL
- (1) AWNING SIGN TO COMPLY WITH ARTS DISTRICT SIGN DISTRICT ORDINANCE
- (1) FLAT ATTACHED SIGN COMPLIANT WITH ARTS DISTRICT SIGN DISTRICT ORDINANCE

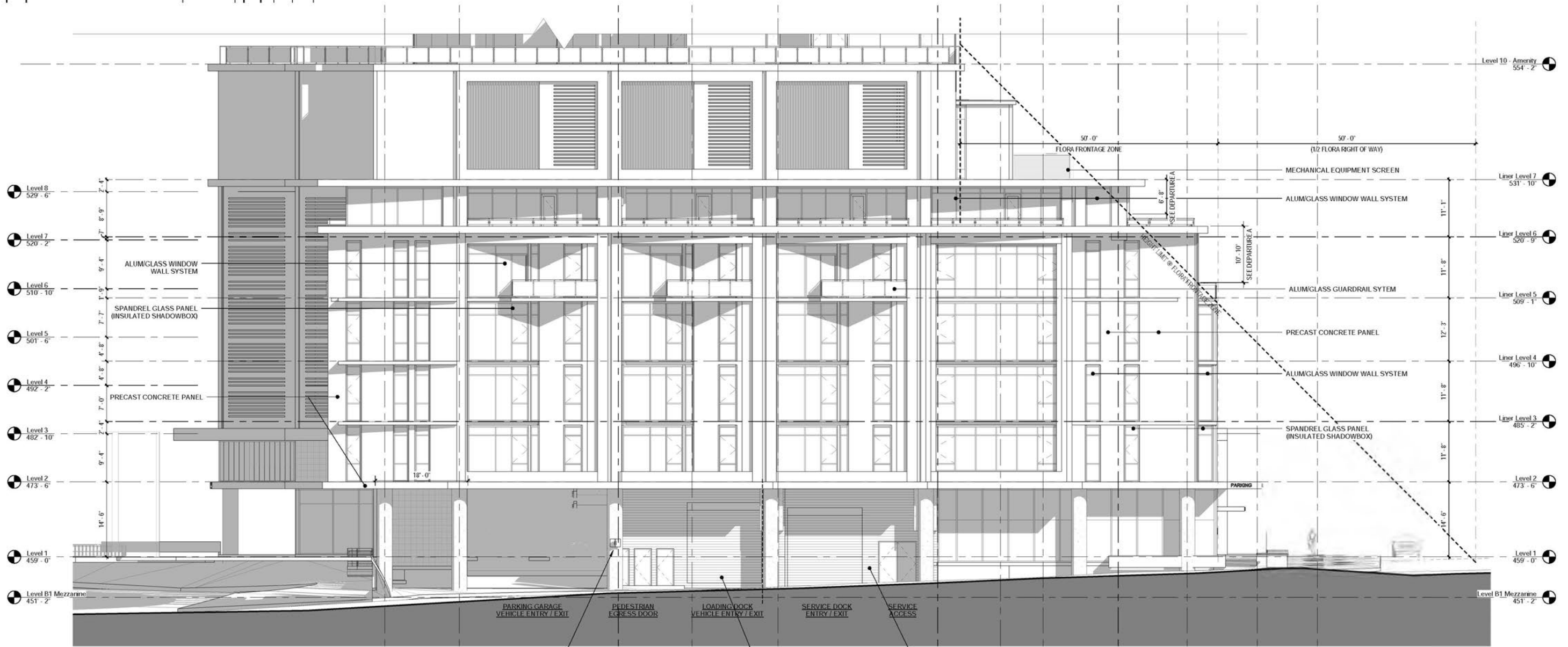
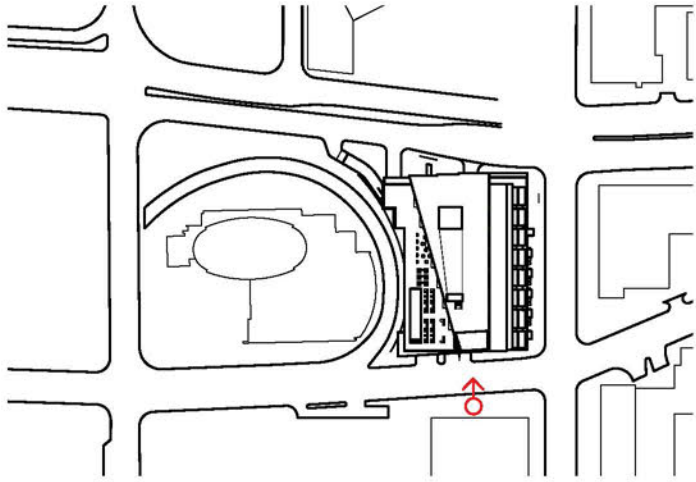
MAIN RESIDENTIAL ENTRY  
 LOCATION OF BUILDING IDENTIFICATION SIGN  
 COMPLIANT WITH ARTS DISTRICT SIGN DISTRICT ORDINANCE

PEDESTRIAN ENTRY TO PUBLIC PARKING GARAGE  
 CONTAINING:  

- (1) FIXED METAL CANOPY, WITH TRANSLUCENT PANEL
- (1) AWNING SIGN TO COMPLY WITH ARTS DISTRICT SIGN DISTRICT ORDINANCE

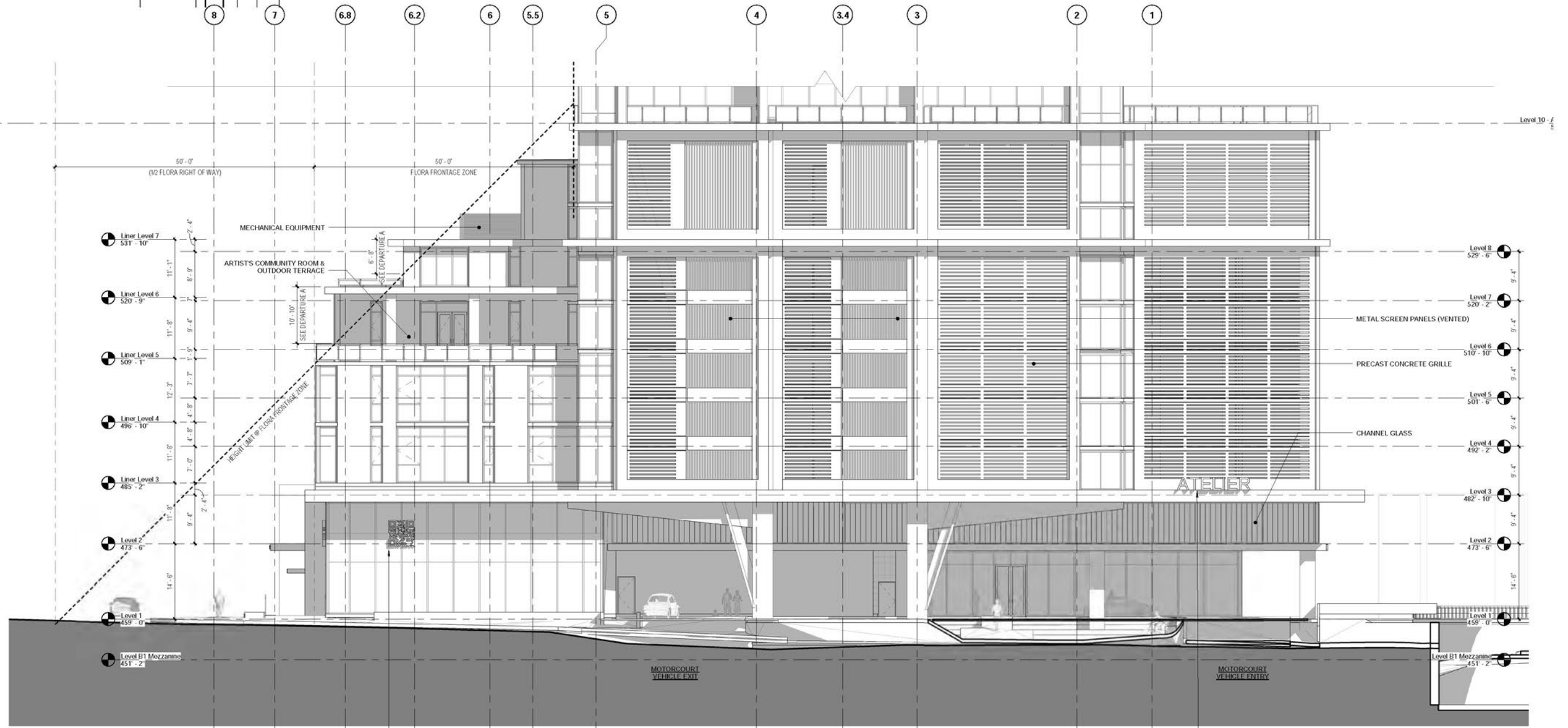
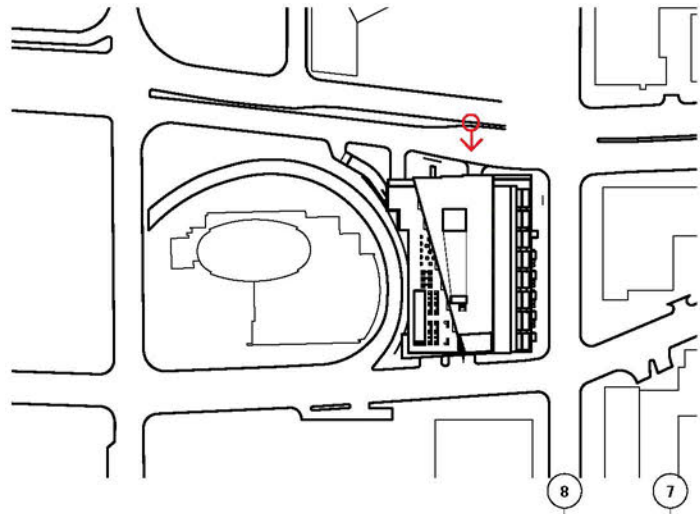
RETAIL SIGNAGE: TECHNOLOGY GALLERY  
 RETAIL ENTRY LOCATION:  

- GLASS ENTRY DOORS
- (1) FLAT ATTACHED SIGN COMPLIANT WITH ARTS DISTRICT SIGN DISTRICT ORDINANCE



COILING METAL GRILLE  
AT SERVICE ENTRIES  
BOTTOM 10' OF GRILLE IS AN OPEN GRILLE  
TOP 4' OF GRILLE IS OPAQUE (SIM. TO  
SURROUNDING WALL)

PAINTED CORRUGATED METAL PANELS ON  
EXTERIOR WALL SIMILAR TO COILING METAL  
GRILLE FINISH



# ARCHITECTURAL / SOCIAL CONSIDERATIONS

- SITE DESIGN
- **ARCHITECTURAL / SOCIAL CONSIDERATIONS**
- EXTERIOR ARCHITECTURAL DESIGN
- PERSPECTIVE VIEWPOINTS
- INTERIOR ARCHITECTURAL PLANS

# PATRONAGE - BUILDING AN ARCHITECTURE WHICH ACTIVELY SUPPORTS THE ART DISTRICT



GOOD NEIGHBOR

- RESPECTFUL OF NASHER SCULPTURE MUSEUM & GARDEN
- SHADING AND REFLECTION STRATEGIES
- GRACEFUL, COMPLIMENTARY BUILDING FORM



ADDITION OF RESIDENTS & A LIVELY STREETScape

- CONTRIBUTORS TO THE DISTRICT
- 412 RESIDENCES
- 10,000 SF OF RETAIL, CAFES
- TECHNOLOGY GALLERY

ART PROFESSIONALS OF TEXAS • THE ARTS COMMUNITY ALLIANCE • AT&T PERFORMING ARTS CENTER • BILLINGSLEY COMPANY • BUSINESS COUNCIL FOR THE ARTS • BRUCE WOOD DANCE PROJECT • CATHOLIC DIOCESE OF DALLAS • CATHEDRAL SHRINE OF GUADALUPE • CENTER FOR ARCHITECTURE • CONGRESS FOR THE NEW URBANISM • CREATIVE ARTS CENTER • CREDO CHOIR • CROW COLLECTION OF ASIAN ARTS • DALLAS AREA CULTURAL ADVOCACY COALITION • DALLAS ART DEALERS ASSOCIATION

DALLAS ARTS DISTRICT • DALLAS BLACK DANCE THEATER • THE DALLAS INSTITUTE OF HUMANITIES AND CULTURE • DALLAS MUSEUM OF ART • THE DALLAS OPERA • DALLAS SYMPHONY ORCHESTRA • DALLAS THEATER CENTER • DANCE COUNCIL OF NORTH TEXAS • DONALD GATZKE AIA, DEAN, SCHOOL OF ARCHITECTURE • THE UNIVERSITY OF TEXAS AT ARUNGTON • DOWNTOWN RESIDENTS COUNCIL • FIRST PRESBYTERIAN CHURCH • THE FOUNDATION FOR COMMUNITY EMPOWERMENT • FREDERICK TURNER, FOUNDER, PROFESSOR, SCHOOL OF ARTS AND HUMANITIES, UNIVERSITY OF TEXAS AT DALLAS • GAIL THOMAS, PH.D., PRESIDENT AND EXECUTIVE DIRECTOR, THE TRINITY TRUST • GOSS MICHAEL FOUNDATION • GREATER DALLAS PLANNING COUNCIL • JOSEPH MILAZZO, LECTURER, CREATIVE WRITING, UNIVERSITY OF TEXAS AT DALLAS • KAROL OMLOR, SECOND THOUGHT • KITCHEN DOG THEATER • MICHAEL CORNIS, PH.D., PROFESSOR AND CHAIR, MEADOWS SCHOOL FOR THE ARTS • SOUTHERN METHODIST UNIVERSITY • NASH FLORES • NASHER SCULPTURE CENTER • OFFICE OF CULTURAL AFFAIRS, CITY OF DALLAS • OIL AND COTTON CREATIVE EXCHANGE OF DALLAS • R. CLAY REYNOLDS, PH.D. • ROBERT MILNES, DEAN, COLLEGE OF VISUAL ARTS AND DESIGN, UNIVERSITY OF NORTH TEXAS • SAMMONS CENTER FOR THE ARTS • SHAKESPEARE DALLAS • ST. MATTHEWS CATHEDRAL ARTS • TEATRO DALLAS • TEXAS STATE REPRESENTATIVE - DANIEL H. BRANCH • TEXAS STATE SENATOR - ROYCE WEST • TEXAS VISUAL ARTS ASSOCIATION • THEATRE THREE • TITAS • UNDERMAIN THEATRE • VELETTA FORSYTHE ULL • ZANNIE VOSS, PROFESSOR AND CHAIR, ARTS MANAGEMENT AND ARTS ENTREPRENEURSHIP • SOUTHERN METHODIST UNIVERSITY

SUPPORT ARTISTS

- PARTNERSHIP WITH FLORA LOFTS INC.
- AFFORDABLE HOUSING, ARTIST'S LOFTS
- GALLERY & EXHIBIT SPACES



EXTEND SUPPORT TO REGION

- SPECIFY LOCAL MATERIALS / CRAFTSMEN WHERE APPROPRIATE
- PROVIDE PUBLIC PARKING IN ADDITION TO RESIDENTIAL



VISUAL PARTICIPATION

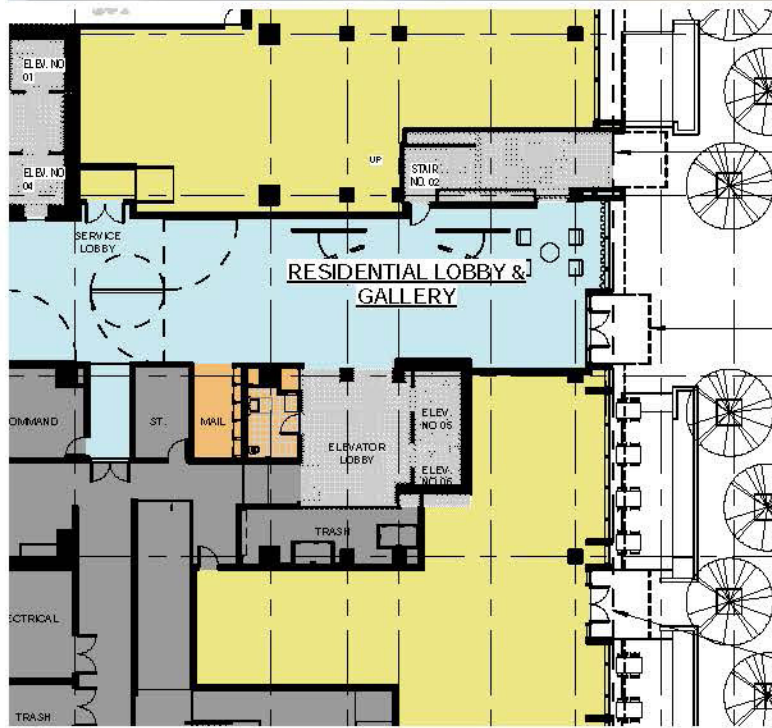
- RESIDENTS ARE SIMULTANEOUSLY ARTIST & ART
- QUIET FACADE - POTENTIAL PROJECTION SURFACES
- CURATION OF SCULPTURE AND PROVIDE GALLERY SPACES
- GARAGE ART INSTALLATION



SUSTAINABILITY

- LONGEVITY, DURABILITY
- LASTING CONTRIBUTION TO THE DISTRICT

# SIMULTANEOUSLY ART & ARTIST - PLANNED ARTIST INSTALLATIONS



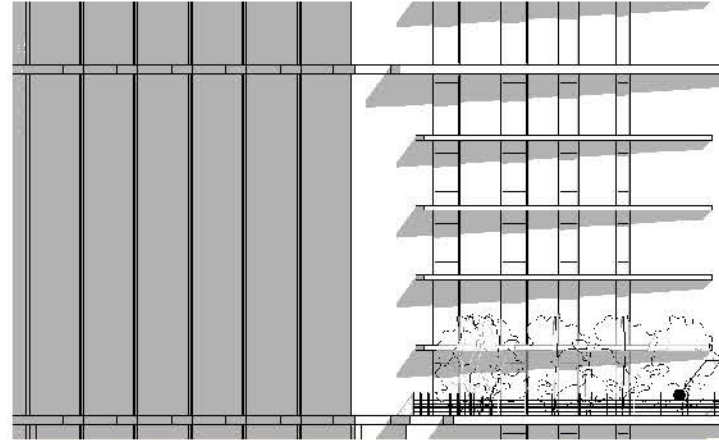
RESIDENTIAL LOBBY GALLERY

- ENTRY FROM FLORA STREET
- OPENS TO LARGER LOBBY FOR GALLERY EVENTS
- CURATED ROTATING EXHIBITS



PUBLIC SCULPTURE

- PROVISIONS FOR A PUBLIC SCULPTURE LOCATION
- SCULPTURE CURATION IS A ROTATING EXHIBIT IN CONJUNCTION WITH DALLAS ARTS DISTRICT
- MARKS ARRIVAL TO FLORA TOWER
- LOCATED NEAR INTERSECTION OF FLORA / PEARL ST.



BUILDING PARTICIPATES IN VISUAL ART

- SOLID FACADE FACING NASHER OFFERS A QUIET CANVAS
- OPPORTUNITY FOR PROJECTION / ART INSTALLATIONS



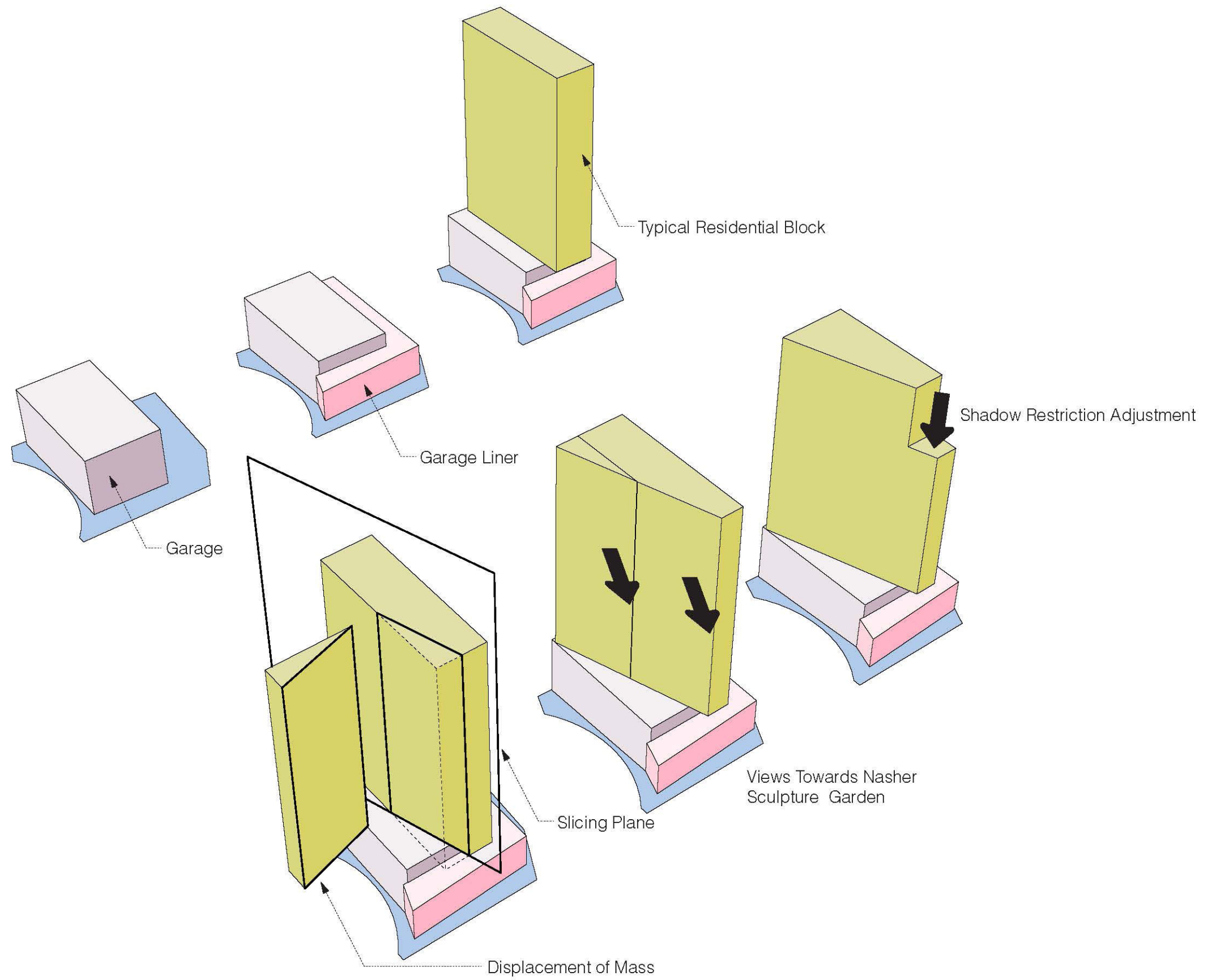
PARKING GARAGE INSTALLATION

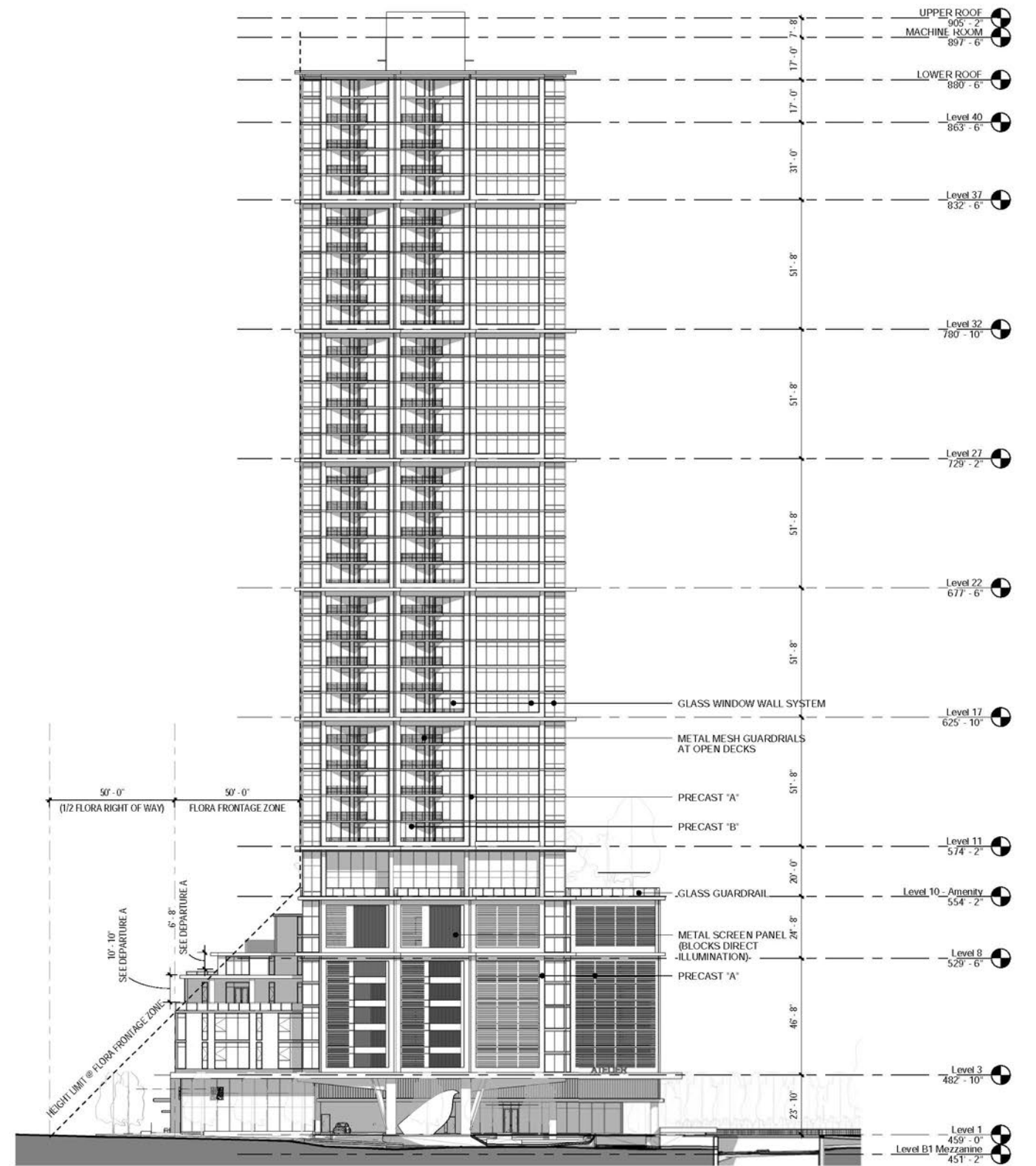
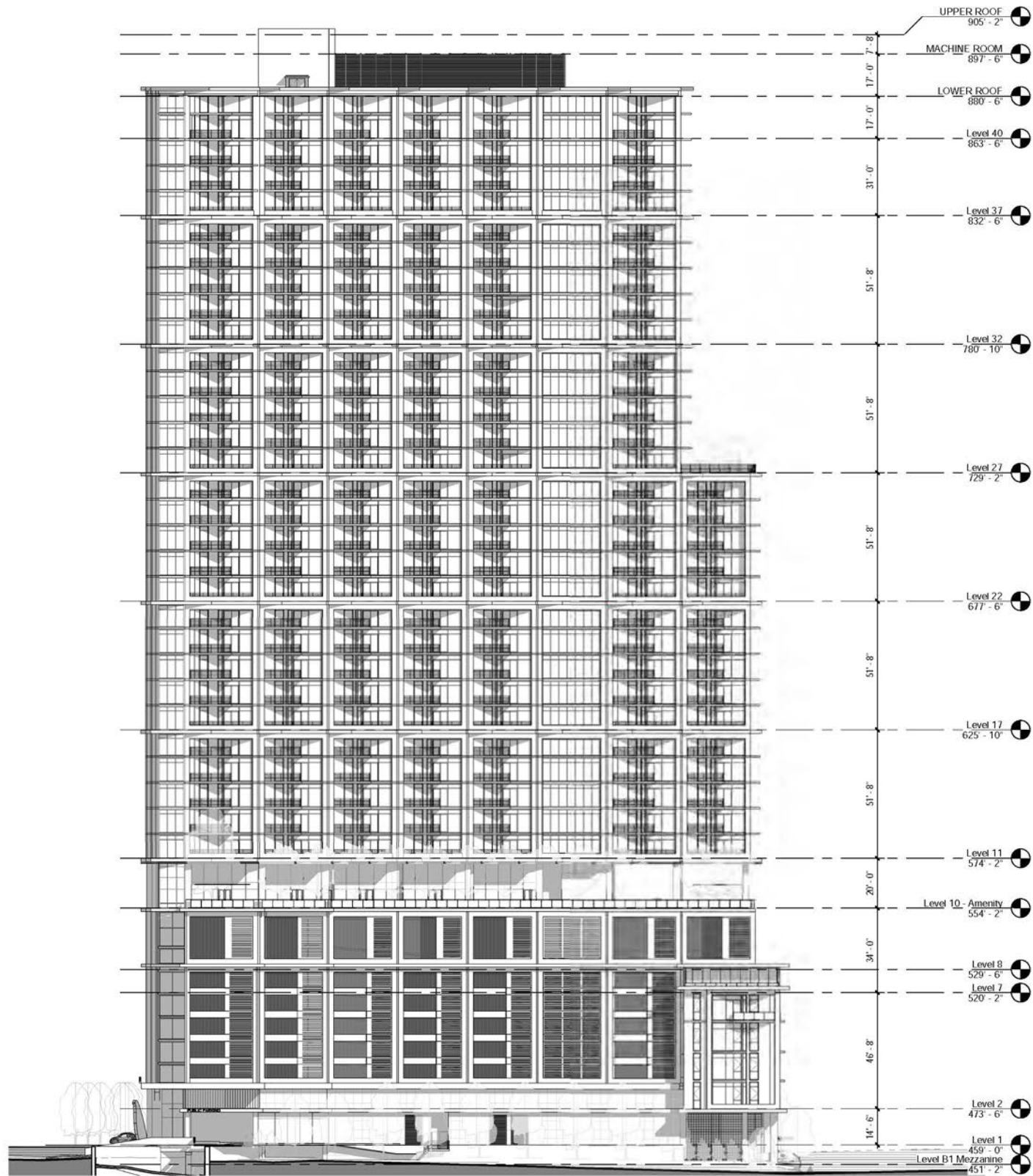
- LIGHTING INSTALLATION AT THE PARKING GARAGE IN CONJUNCTION WITH AURORA DALLAS
- CREATE BEAUTY IN AN OFTEN OVERLOOKED PLACE



# EXTERIOR ARCHITECTURAL DESIGN

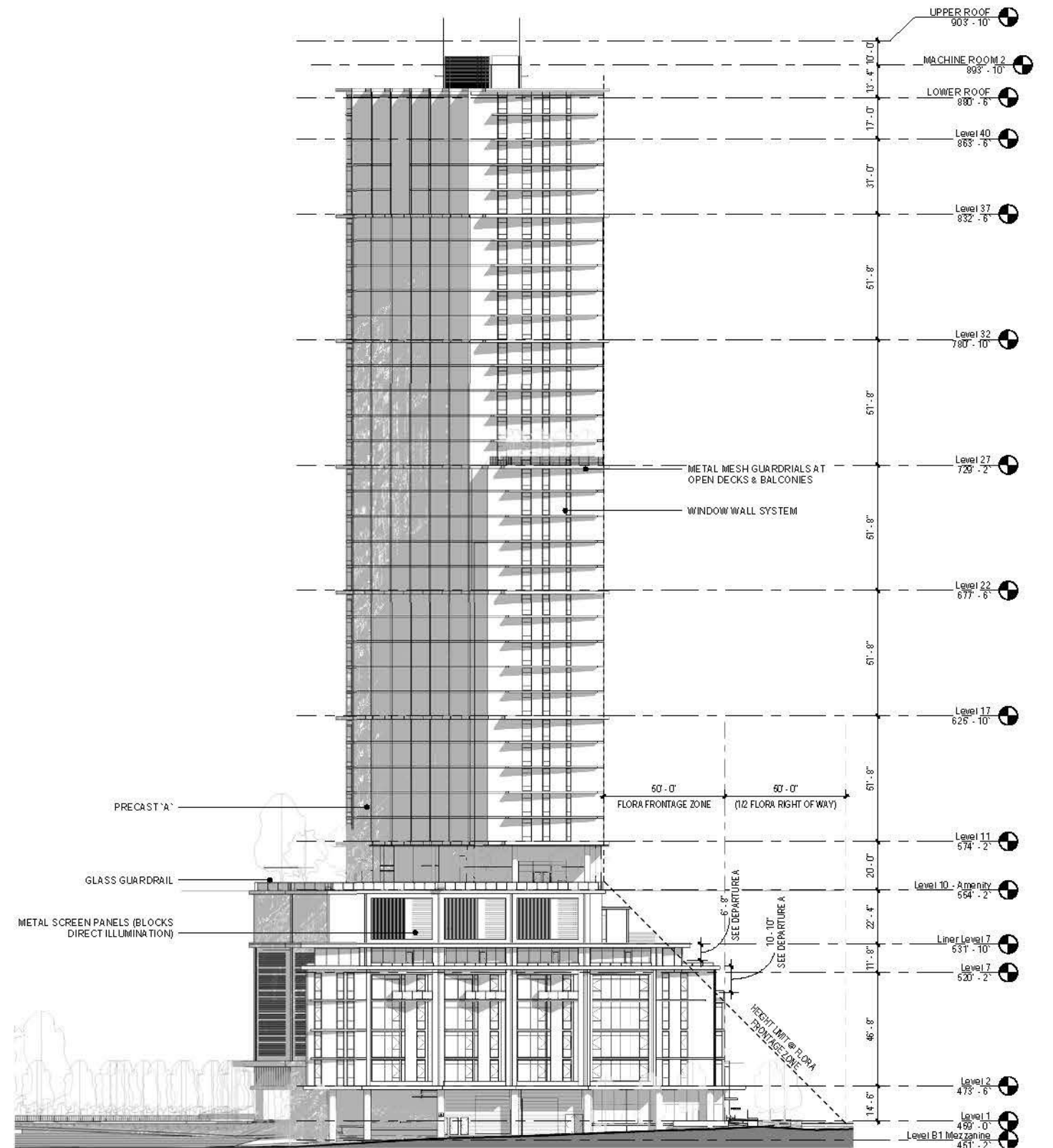
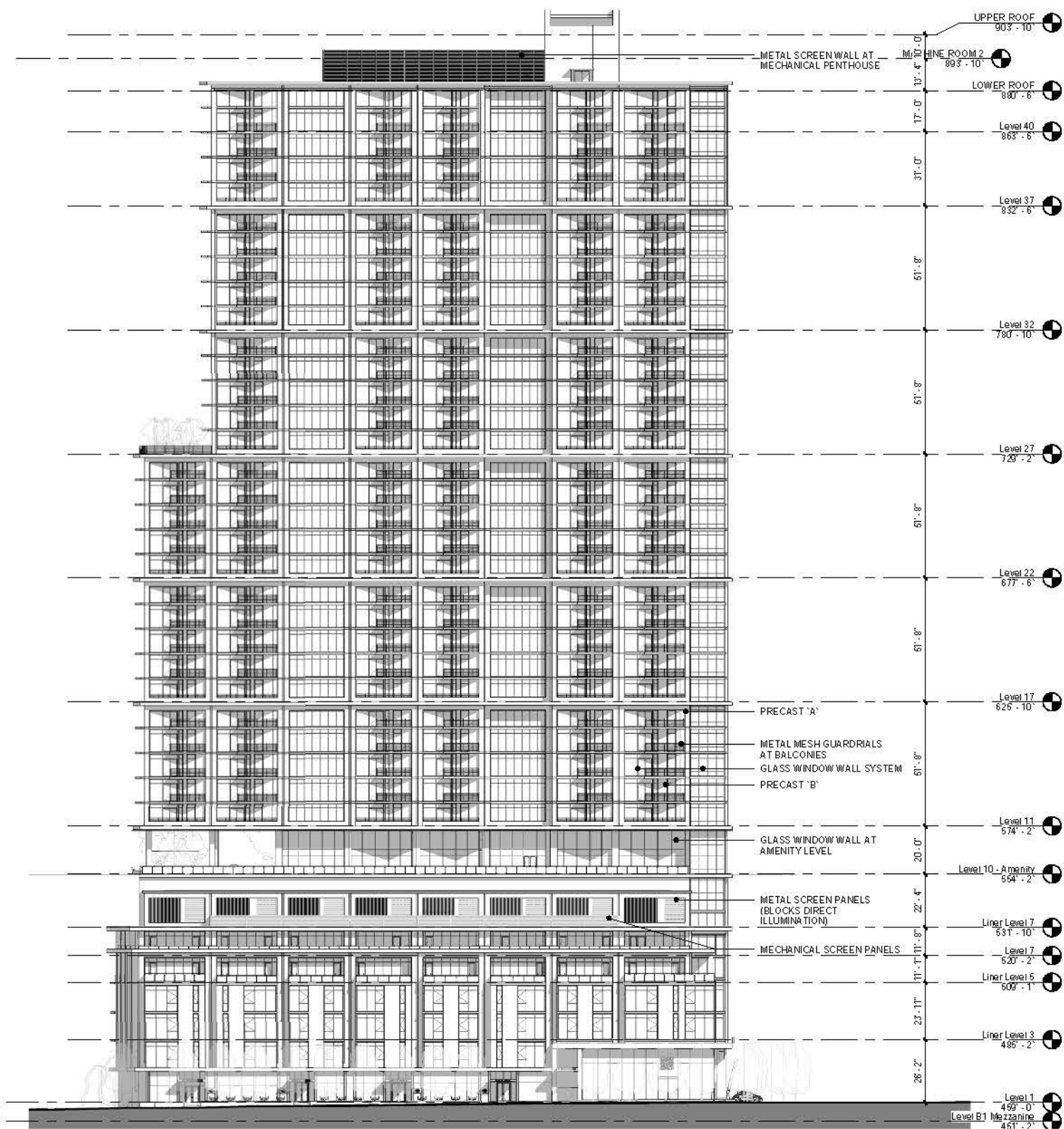
- SITE DESIGN
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- **EXTERIOR ARCHITECTURAL DESIGN**
- PERSPECTIVE VIEWPOINTS
- INTERIOR ARCHITECTURAL PLANS





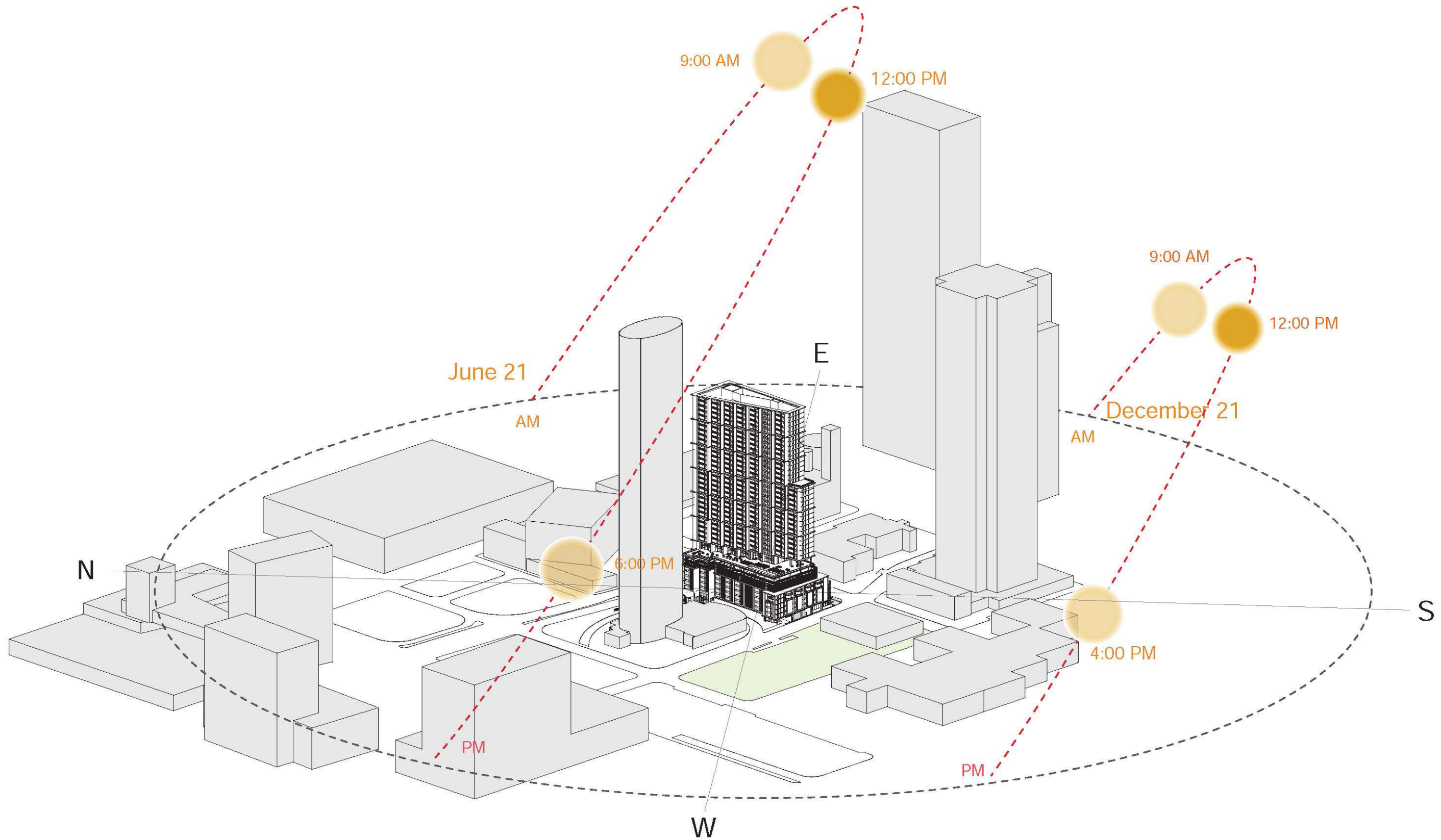
Pearl St | Flora North-West Elevation | Olive St |

Flora Street | Flora North-East Elevation

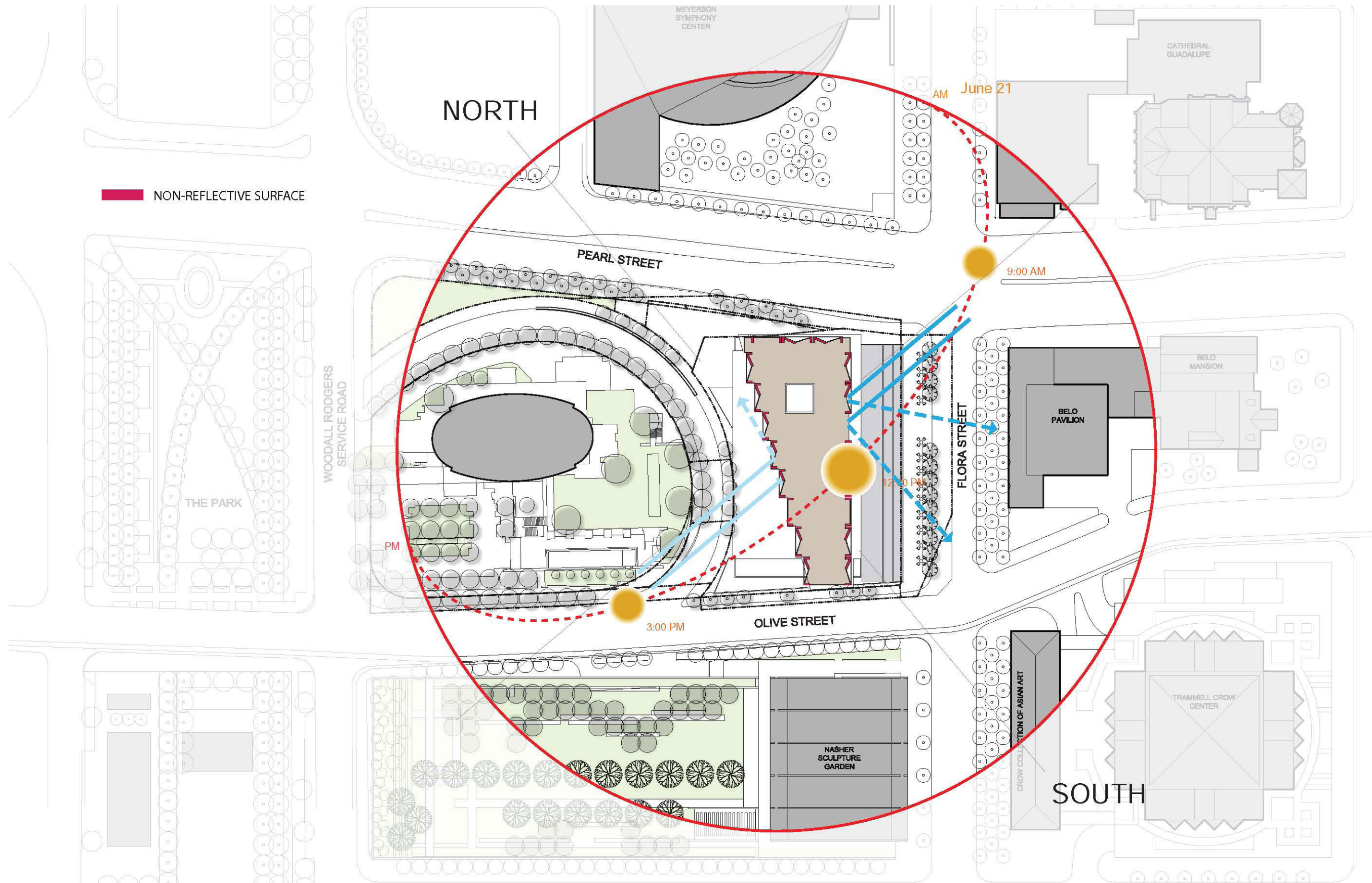


| Olive Street | Flora South-East Elevation | Pearl St |

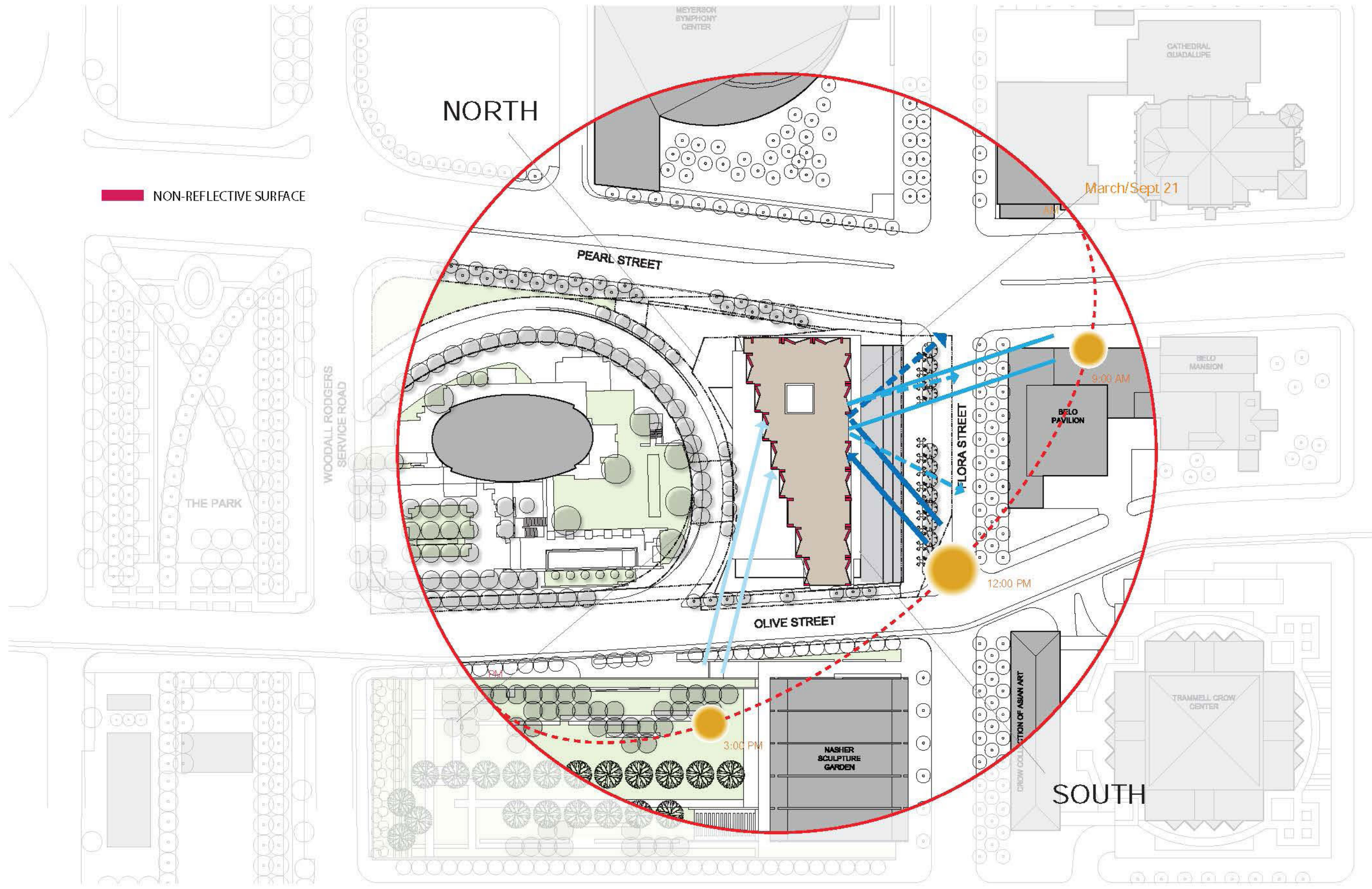
Flora South-West Elevation | Flora St |



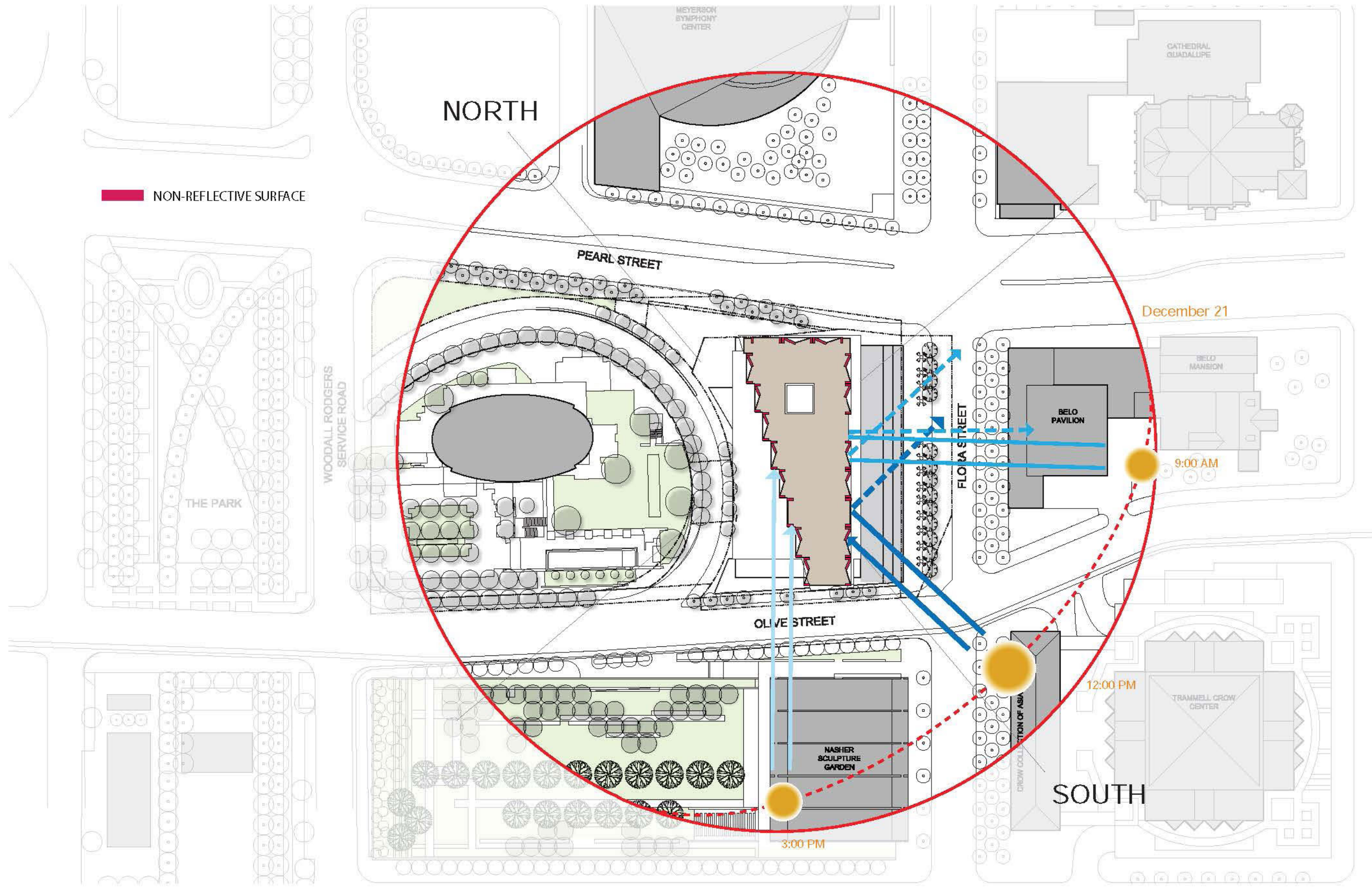
NON-REFLECTIVE SURFACE



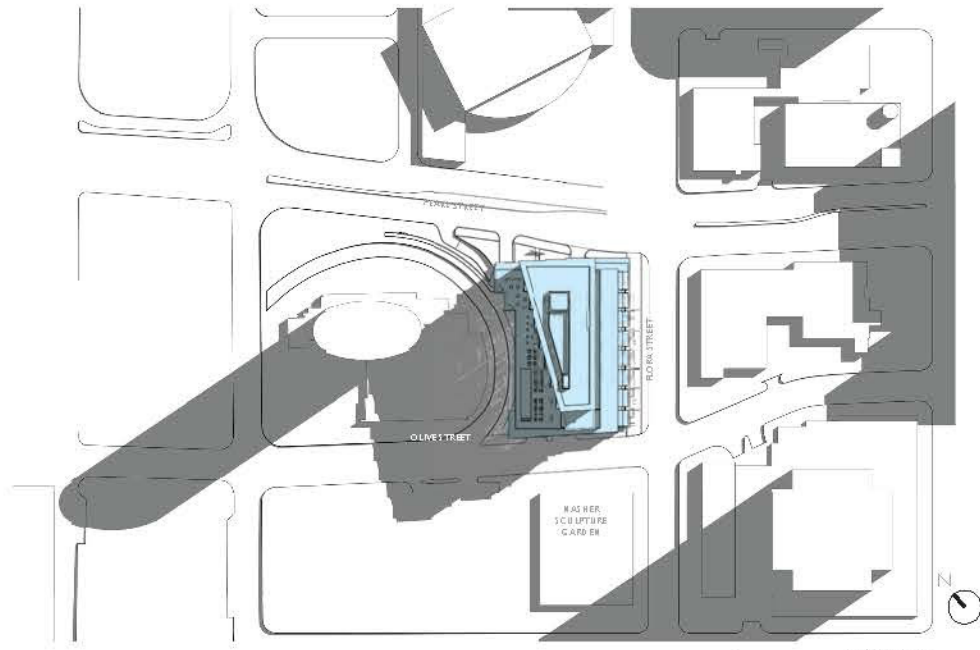
NON-REFLECTIVE SURFACE



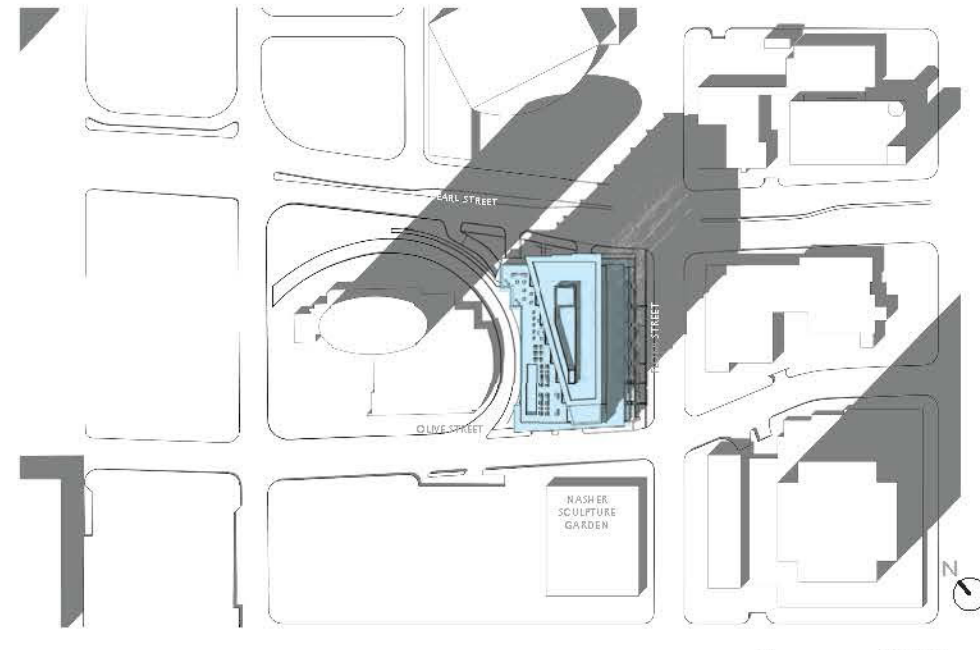
NON-REFLECTIVE SURFACE



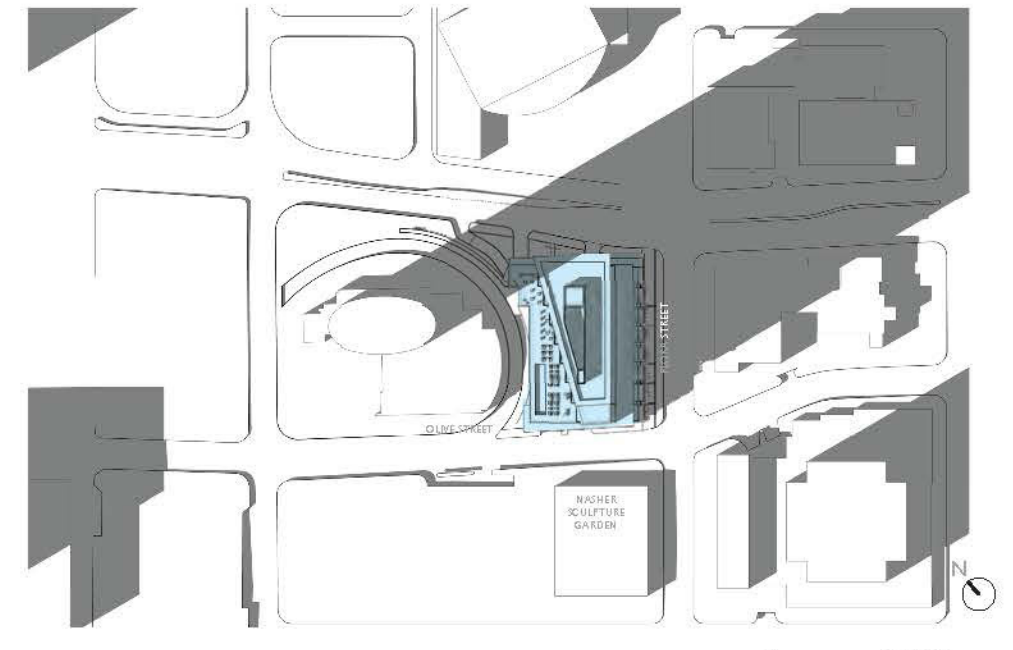




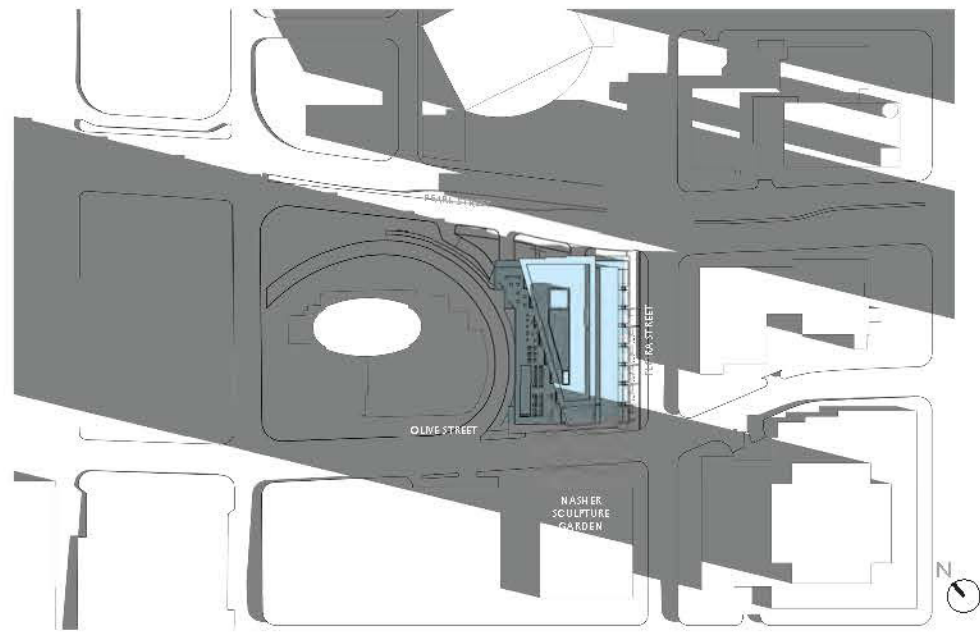
Summer 10AM



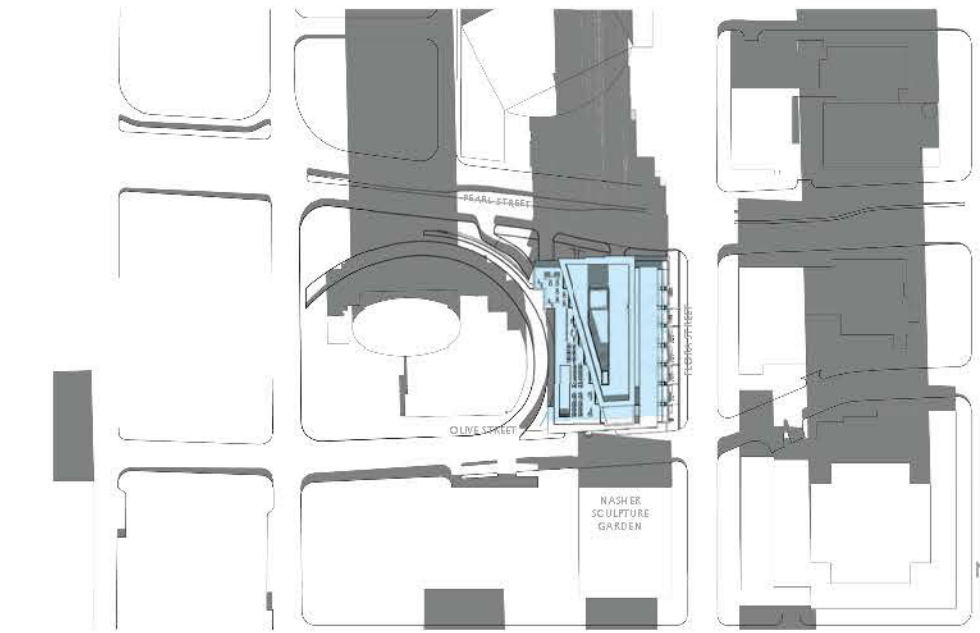
Summer 3PM



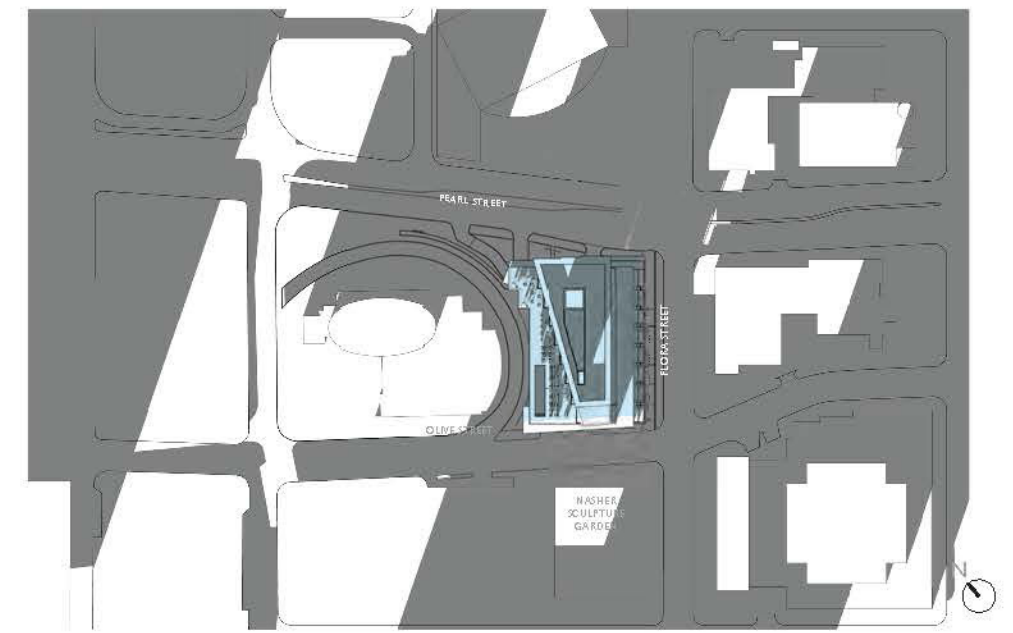
Summer 5 PM



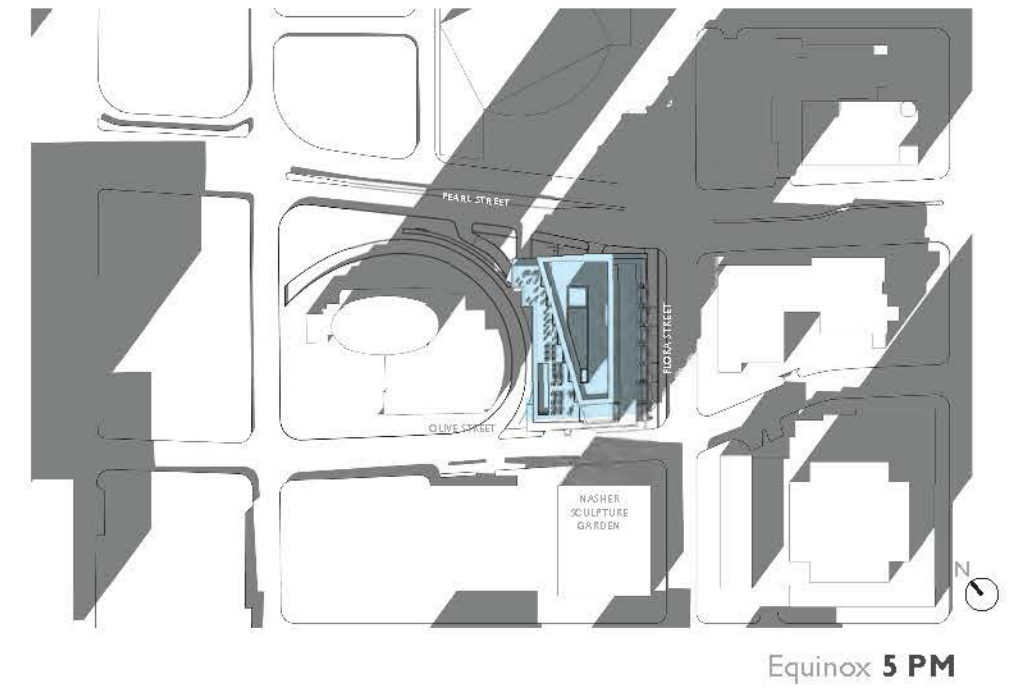
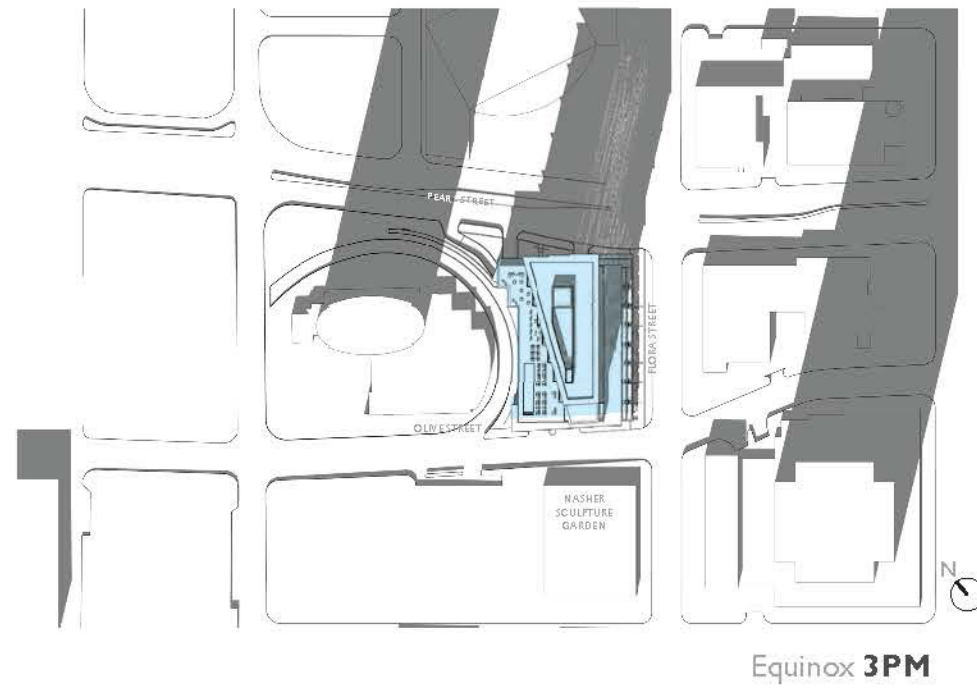
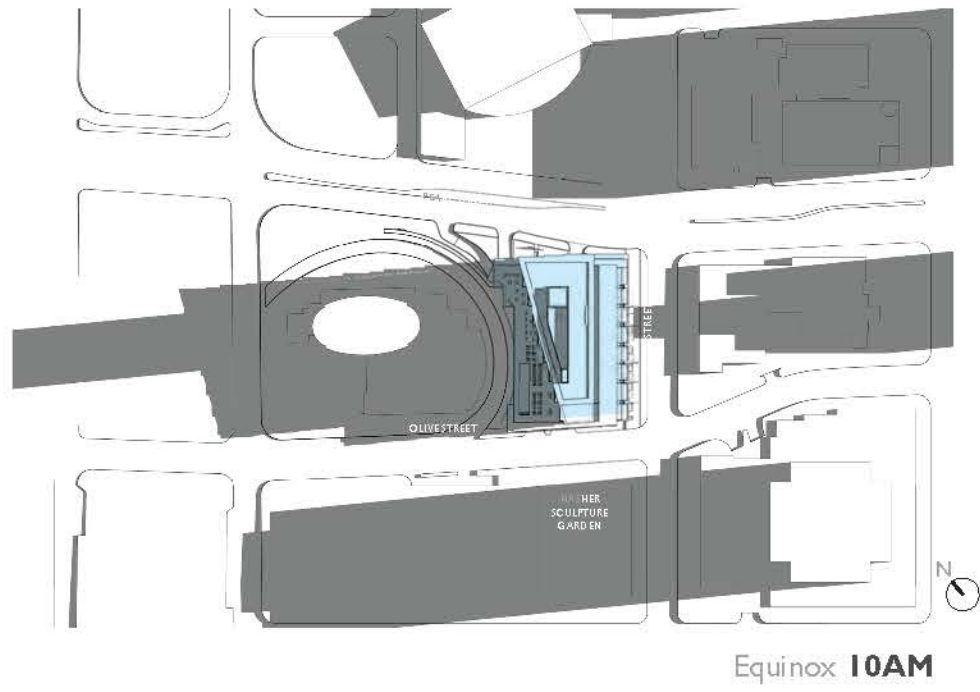
Winter 10AM



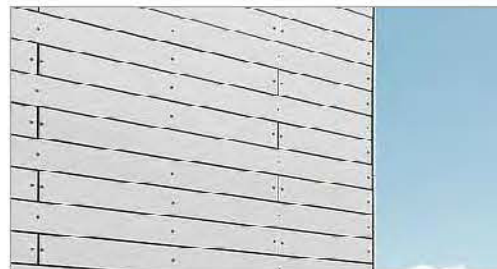
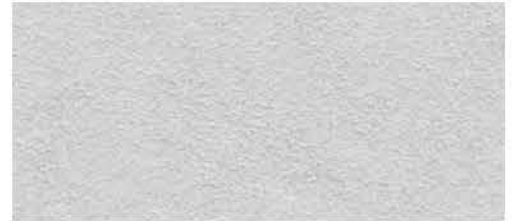
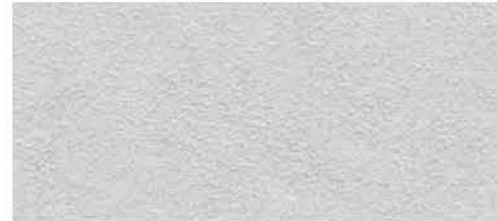
Winter 3PM



Winter 5 PM



# MATERIALS - CHARACTER MATERIAL OPTIONS



"SOLID" BUILDING MASS  
"PRECAST A"

FENESTRATION & GLAZING

"GALLERY" INNER SURFACES  
"PRECAST B"

GUARDS & RAILS

LOWER GARAGE SCREEN

UPPER PODIUM SCREEN

- PRE-CAST CONCRETE
- LIMESTONE CEMENT PLASTER
- GFRC
- EXPOSED CONCRETE

- WINDOW WALL
- CURTAIN WALL
- GLAZING REFLECTIVITY < 0.35
- SPANDRAL GLASS
- BACK PANEL SHADOW BOX

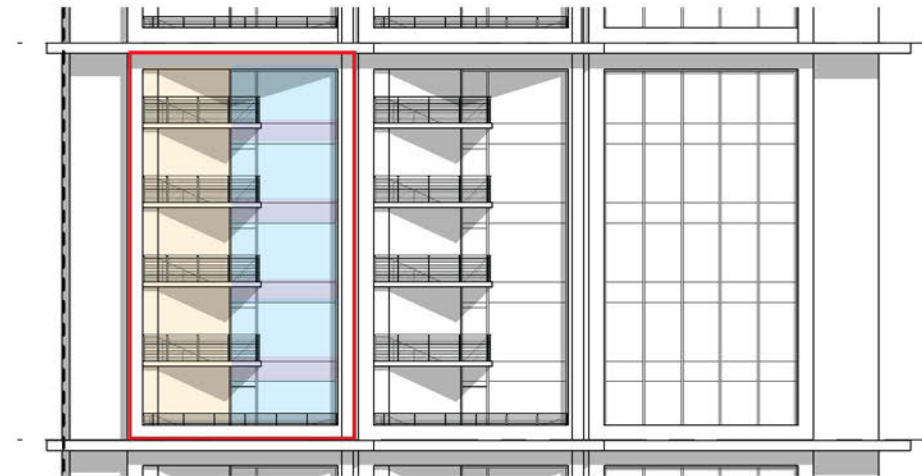
- SAME AS BUILDING MASS
- TRESPA / ALUCABOND PANELS
- LIMESTONE CEMENT PLASTER

- METAL GUARDS
- GLASS PANEL GUARDS

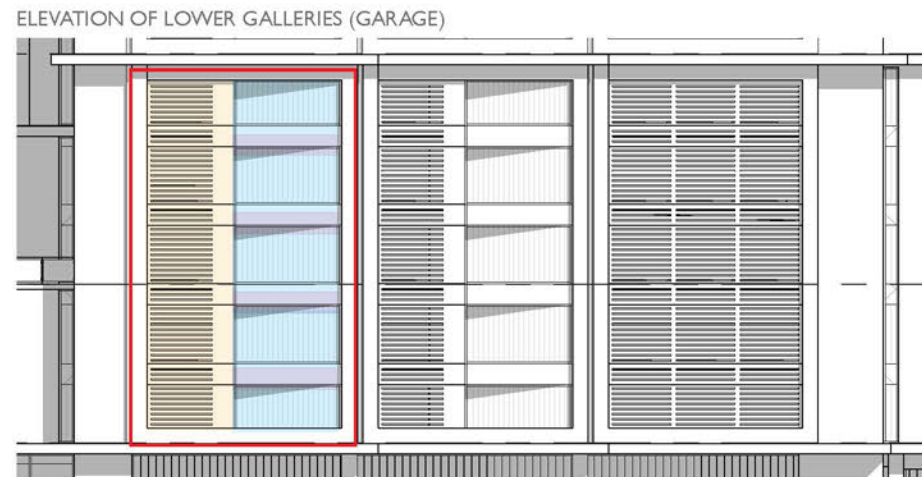
- SOLID BUILDING MASS (PRECAST A)
- METAL LOUVERS

- SOLID BUILDING MASS (PRECAST A)
- METAL LOUVERS

# GARAGE - "LOWER GALLERIES" - PERFORMANCE & MOVEMENT WITH LIGHT



ELEVATION OF UPPER GALLERIES (RESIDENTIAL TOWER)



ELEVATION OF LOWER GALLERIES (GARAGE)

CONTINUITY OF PROPORTION

CONTINUITY OF MATERIALS

- 5 STORY PRECAST GALLERY FRAMES
- GALLERY INFILL VERTICAL WALL IS CONTINUOUS
- GALLERY INFILL HORIZONTAL WALL ORIENTATION SUBDIVIDES AT EACH FLOOR

- HEAVY & LIGHT -  
GARAGE = PRECAST & METAL  
TOWER = PRECAST & GLASS
- LOWER GALLERIES ALLOWED TO BE MORE MUSEUM-LIKE, LESS NEED FOR RESIDENTIAL FENESTRATION

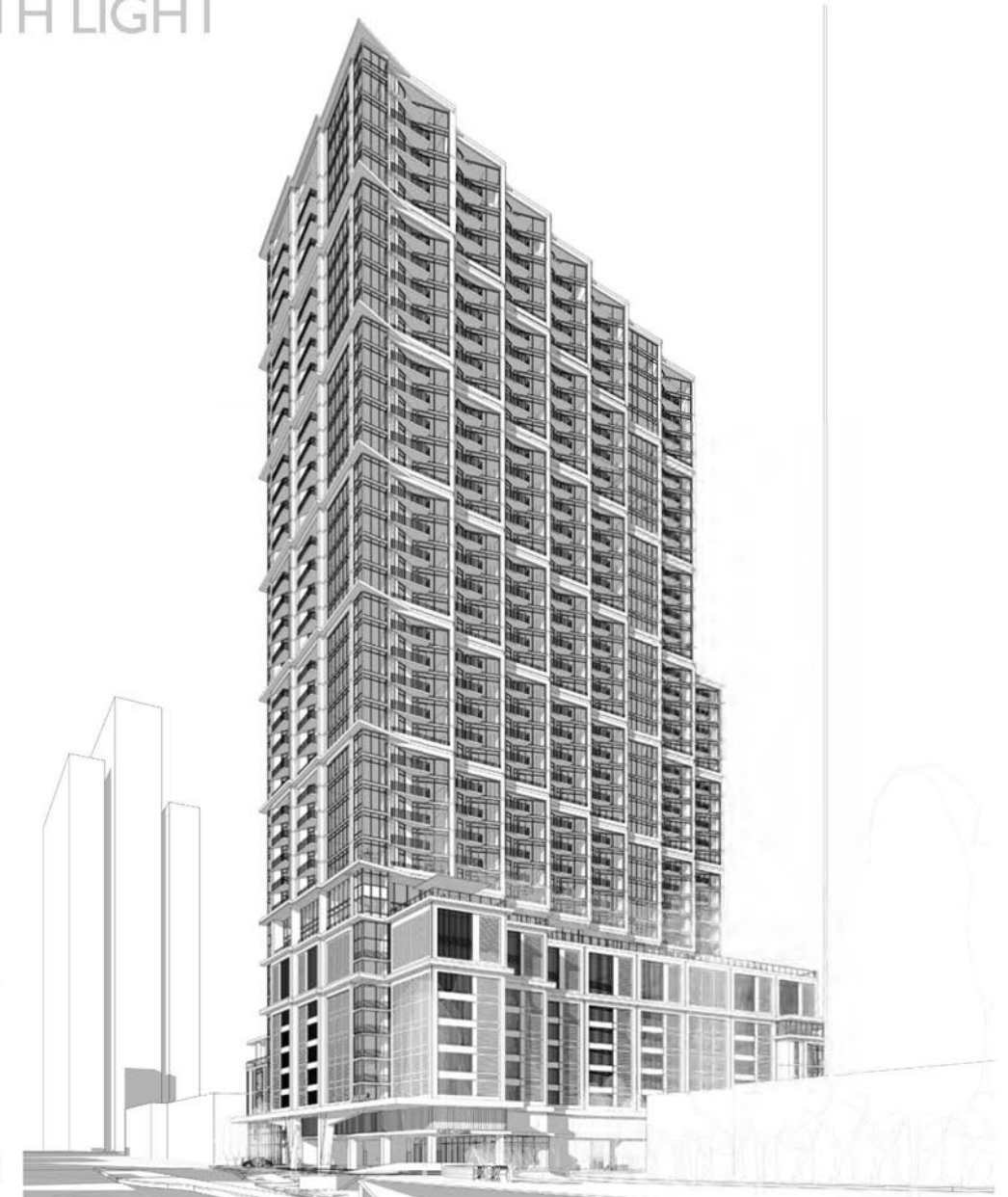


REFINEMENT OF DETAIL

LIGHT CUT-OFF

- GALLERIES CLOSER TO STREET AND ALONG PEARL STREET USE MORE REFINED SCALE
- FACADE INSET ALONG PEARL STREET TO CREATE STRONGER SHADOW LINES

- BLOCK VIEW OF DIRECT LIGHTING FROM AUTO TRAFFIC
- NO EXTERIOR ILLUMINATION ALONG NORTH WEST FACADE (FACING MUSEUM TOWER)



VENTILATION

THOUGHTFUL COMPOSITION

- GARAGE MUST MAINTAIN NATURAL VENTILATION
- SLOTS IN PRECAST CUT AT ANGLES TO BLOCK DIRECT VIEW OF LIGHT FIXTURES IN GARAGE WHILE ALLOWING VENTILATION
- METAL LOUVERS BLOCK LIGHT FROM GARAGE

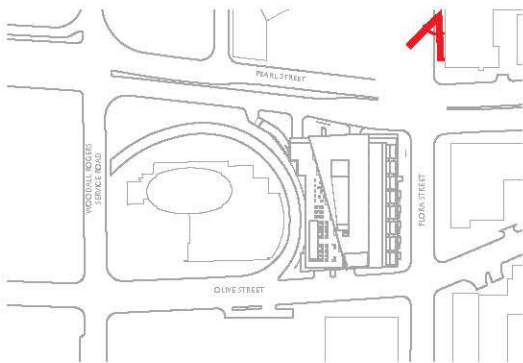
- USE SIMILAR DETAIL LANGUAGE FOR PRECAST REVEALS AS USED ALONG FLORA STREET.
- PROPORTION AND MATERIALS TIE TOGETHER WITH OVERALL COMPOSITION

# PERSPECTIVE VIEWPOINTS

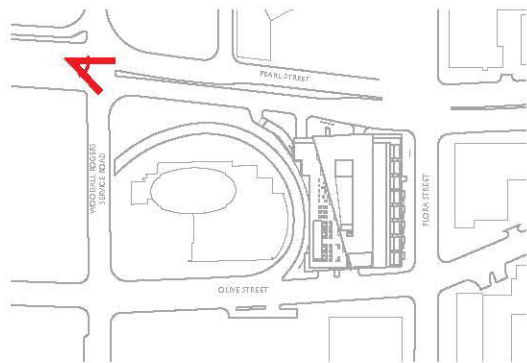
- SITE DESIGN
- ARCHITECTURAL /SOCIAL CONSIDERATIONS
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- INTERIOR ARCHITECTURAL PLANS

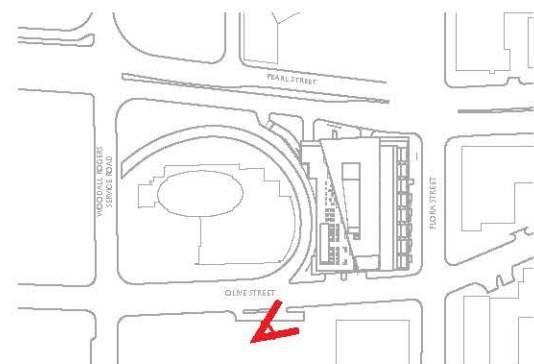












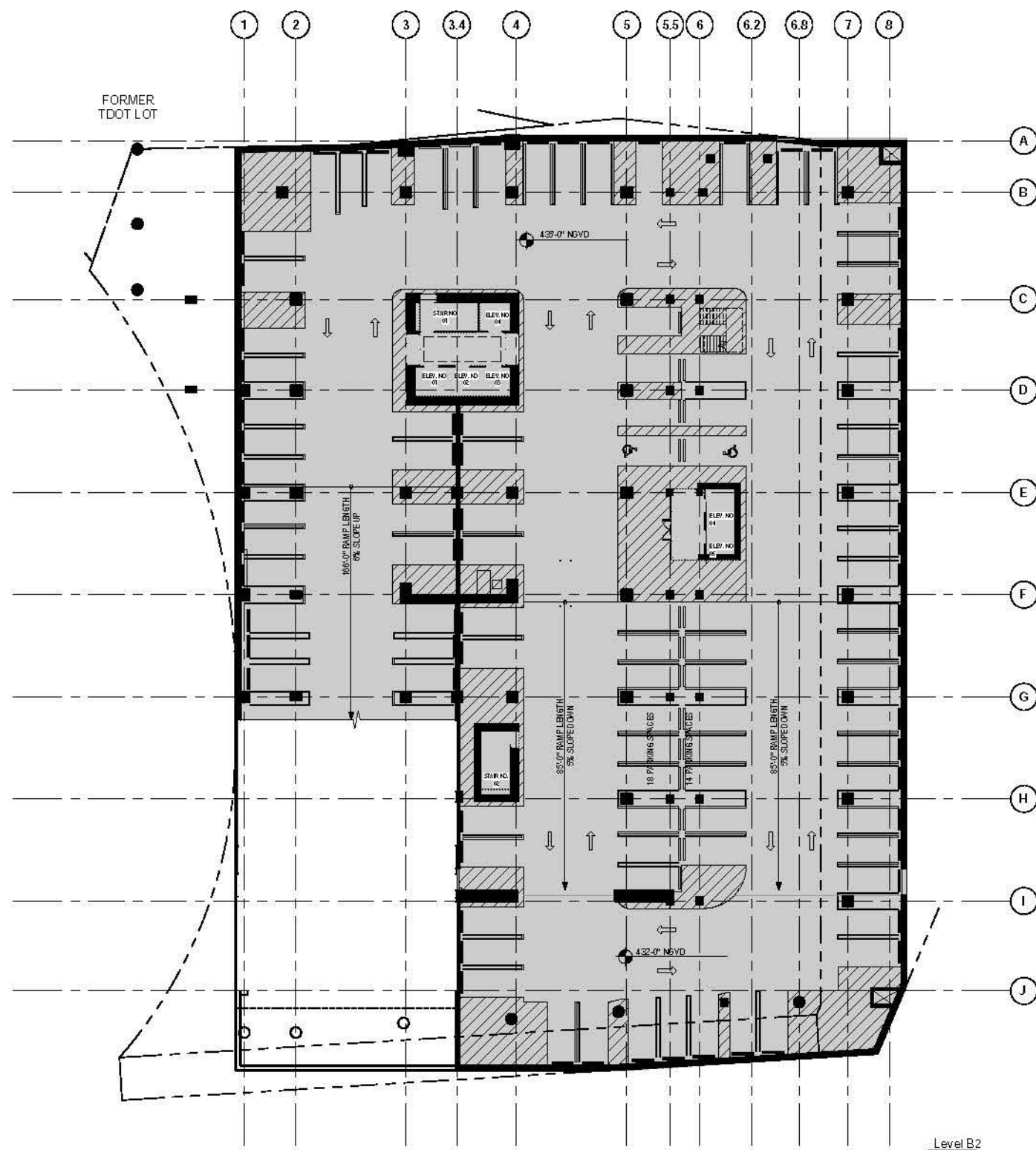






# INTERIOR ARCHITECTURAL PLANS

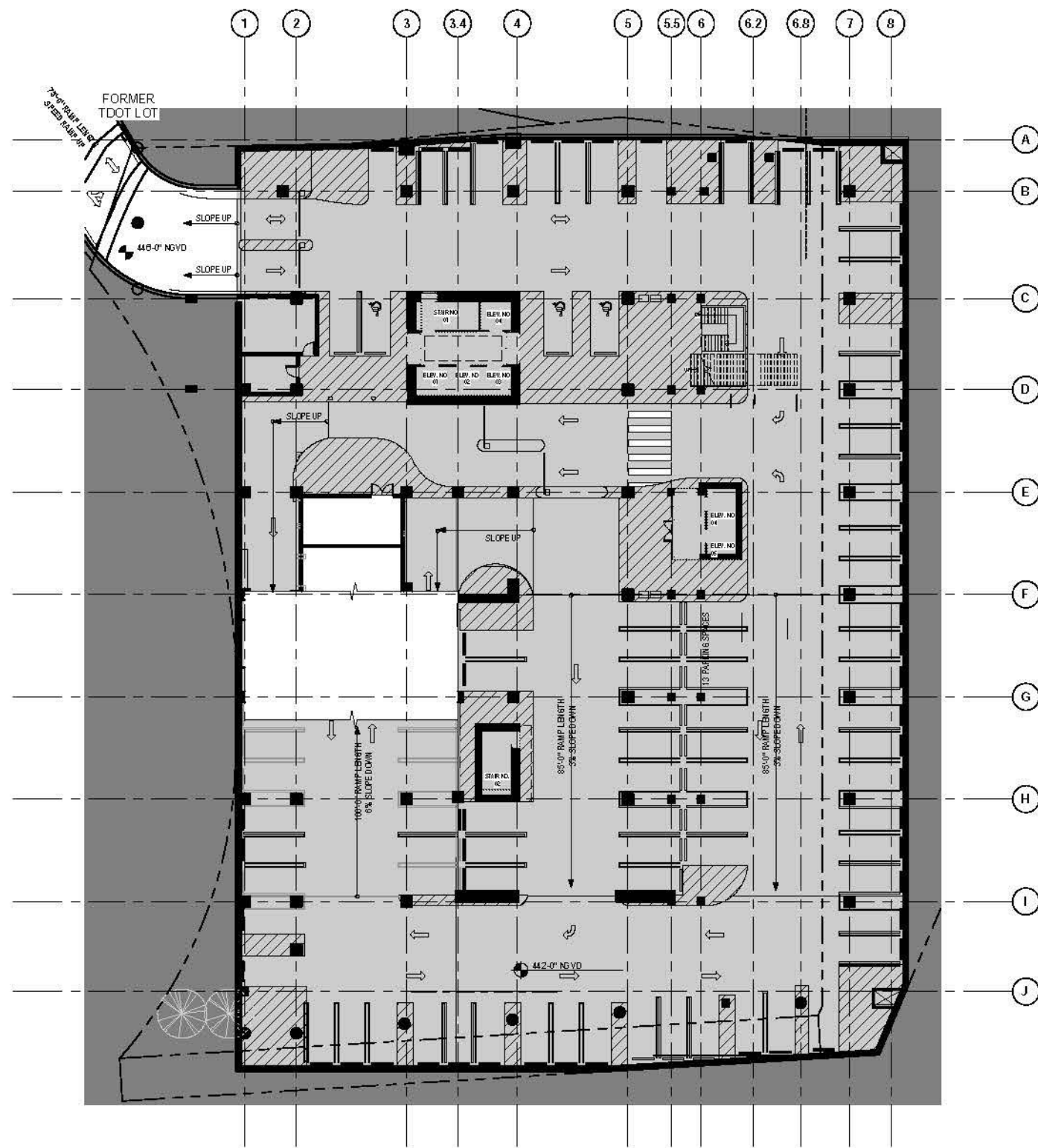
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Parking Count Below Grade By Level		
Family and Type	Count	Spaces
Level B2		
Parking Stall: COMPACT (16'-0")	3	3
Parking Stall: COMPACT (18'-0")	1	1
Parking Stall: STANDARD (18'-0")	105	105
		109
Level B1		
Parking Stall: COMPACT (16'-0")	4	4
Parking Stall: COMPACT (18'-0")	1	1
Parking Stall: STANDARD (18'-0")	71	71
		76
Grand total		185



Scale: 1" = 40'-0"

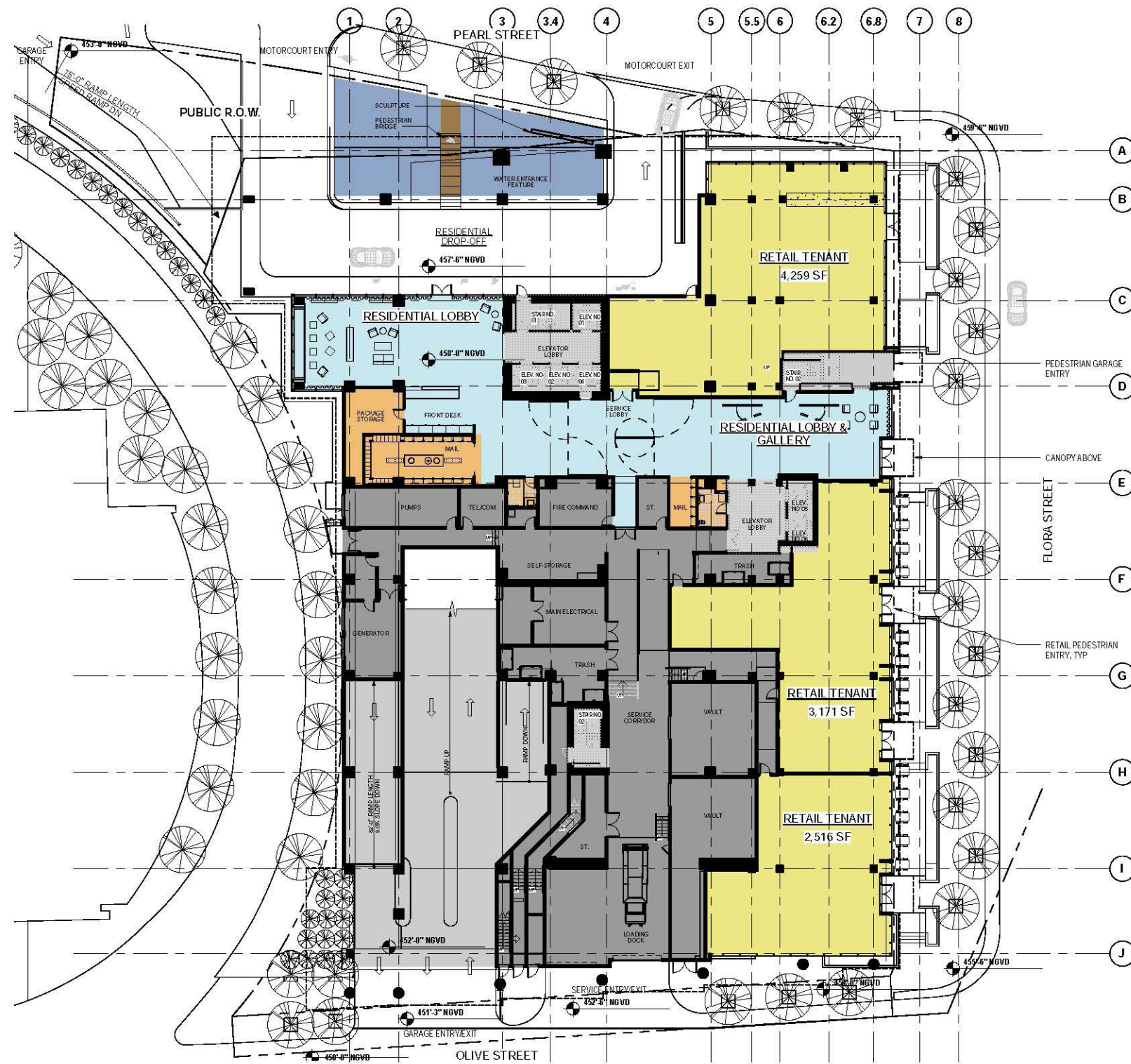


Parking Count Below Grade By Level		
Family and Type	Count	Spaces
Level B2		
Parking Stall: COMPACT (16'-0")	3	3
Parking Stall: COMPACT (18'-0")	1	1
Parking Stall: STANDARD (18'-0")	105	105
		109
Level B1		
Parking Stall: COMPACT (16'-0")	4	4
Parking Stall: COMPACT (18'-0")	1	1
Parking Stall: STANDARD (18'-0")	71	71
		76
Grand total		185



Scale: 1" = 40'-0"





Scale : 1" = 40'-0"



Level 2 & Liner Level 2



Scale : 1" = 40'-0"



1 Liner Level 3 (REF: 38)  
1" = 20'-0"



Scale : 1" = 40'-0"

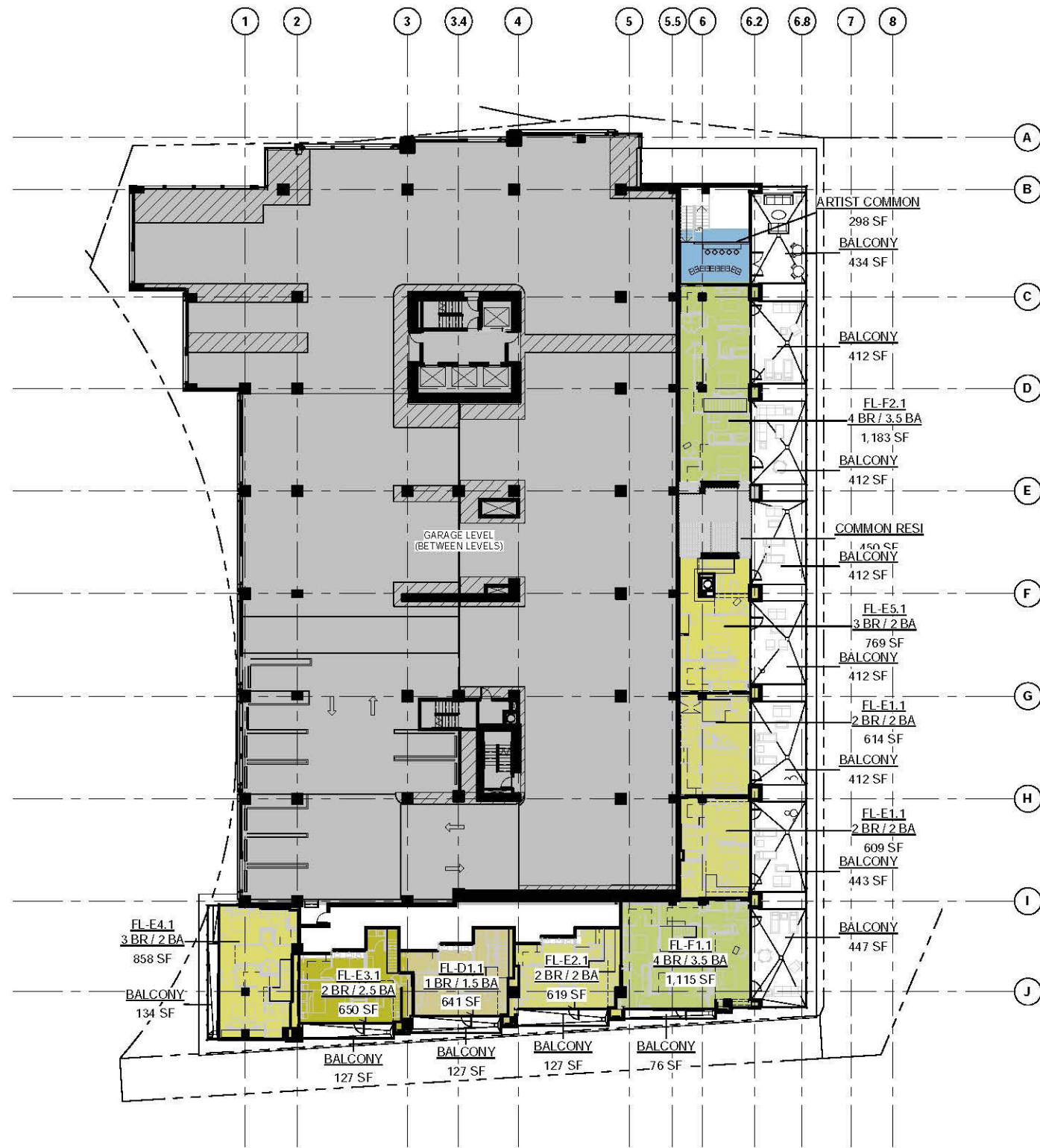


1 Liner Level 5 (REF: 38)  
1" = 20'-0"



Scale : 1" = 40'-0"



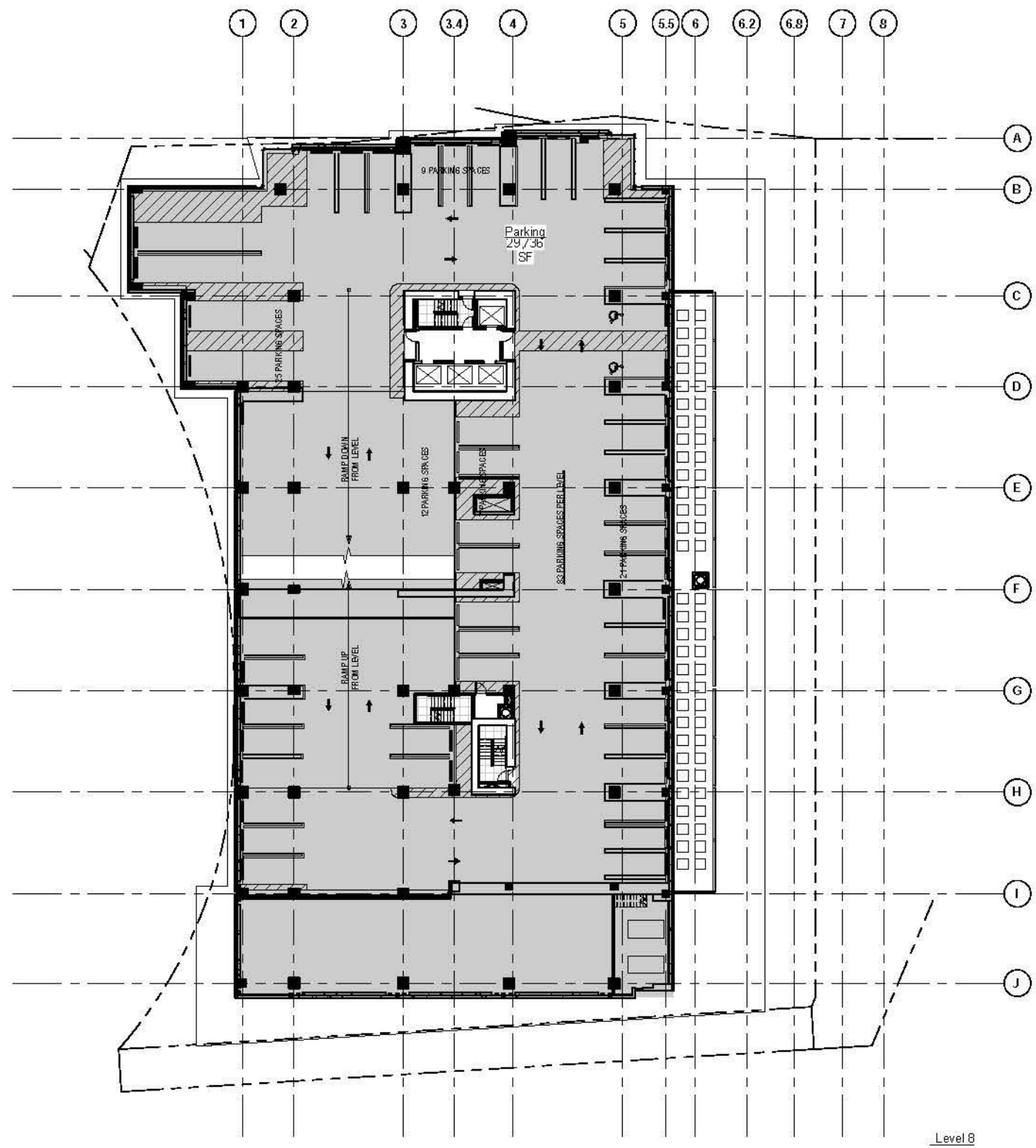


1 Liner Level 6 (REF: 38)  
1" = 20'-0"



Scale : 1" = 40'-0"





Level 8



Scale: 1" = 40'-0"

Rentable Area Legend

- AMENITY SPACE
- COMMON
- FIRE ACCESS LOBBY
- MECH
- POOL AND LOUNGE
- SWIMMING POOL



Level 10 - Amenity



Scale : 1" = 40'-0"



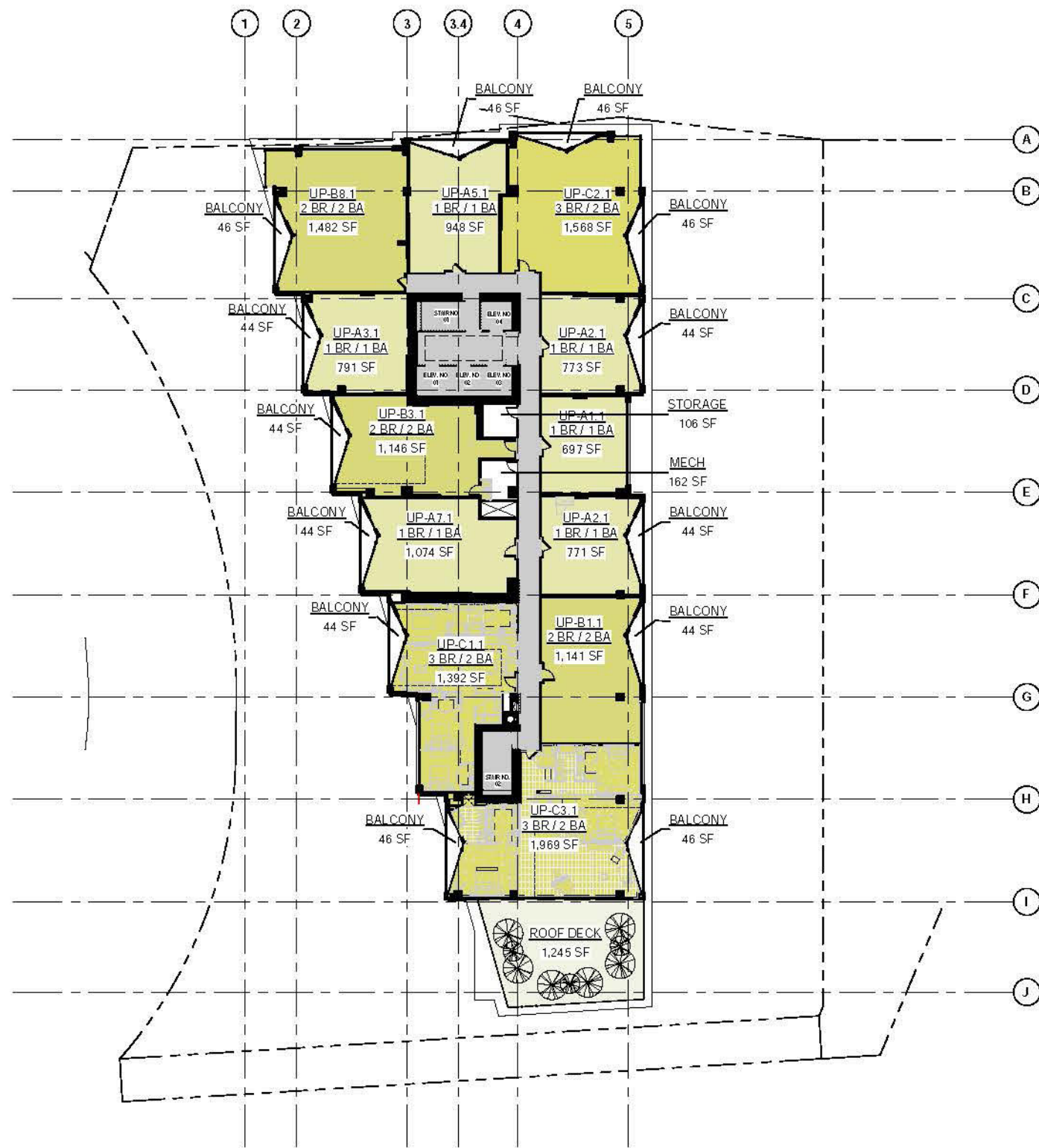
LEVEL 11



Scale : 1" = 40'-0"







LEVEL 27



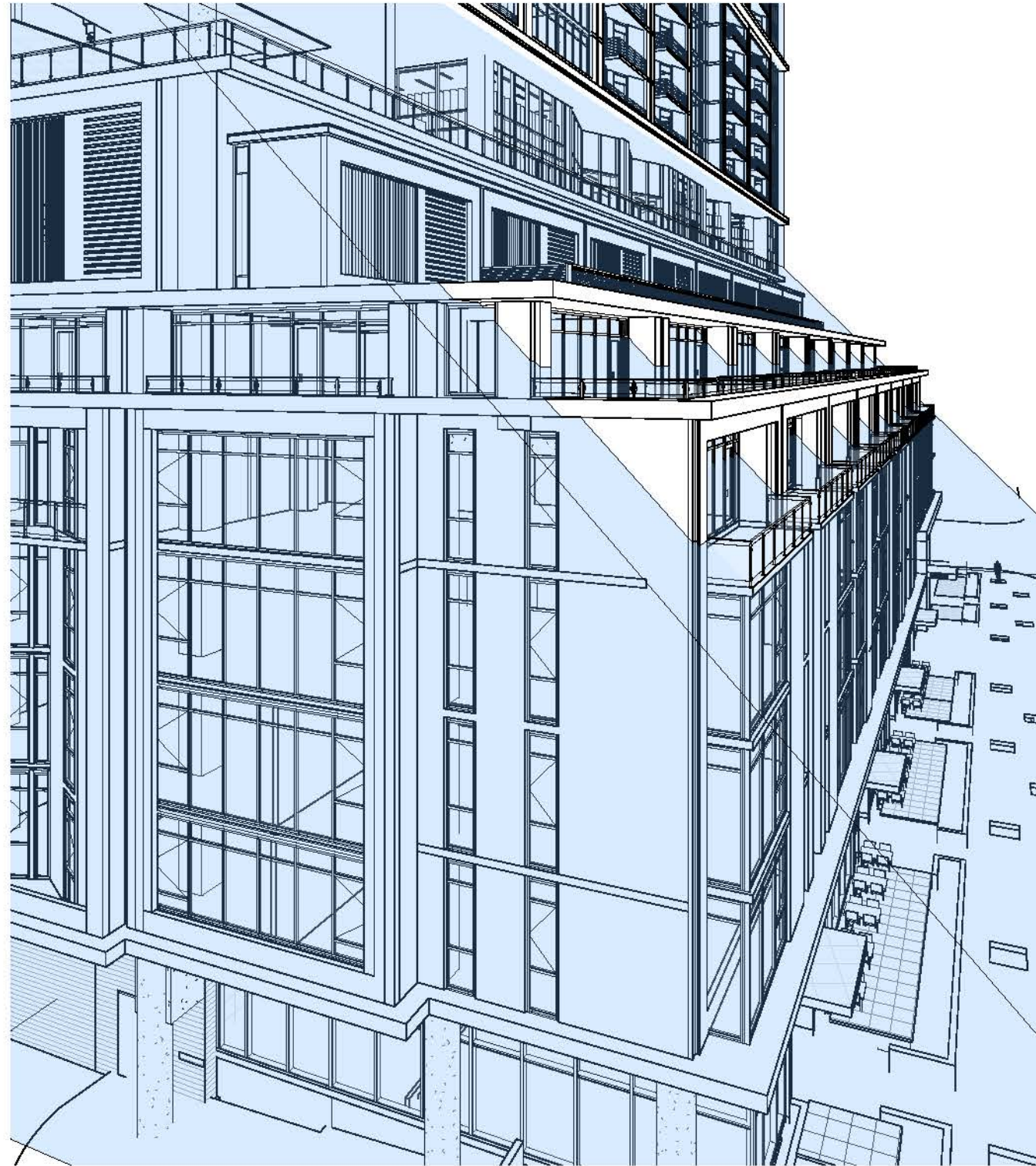
Scale: 1" = 40'-0"

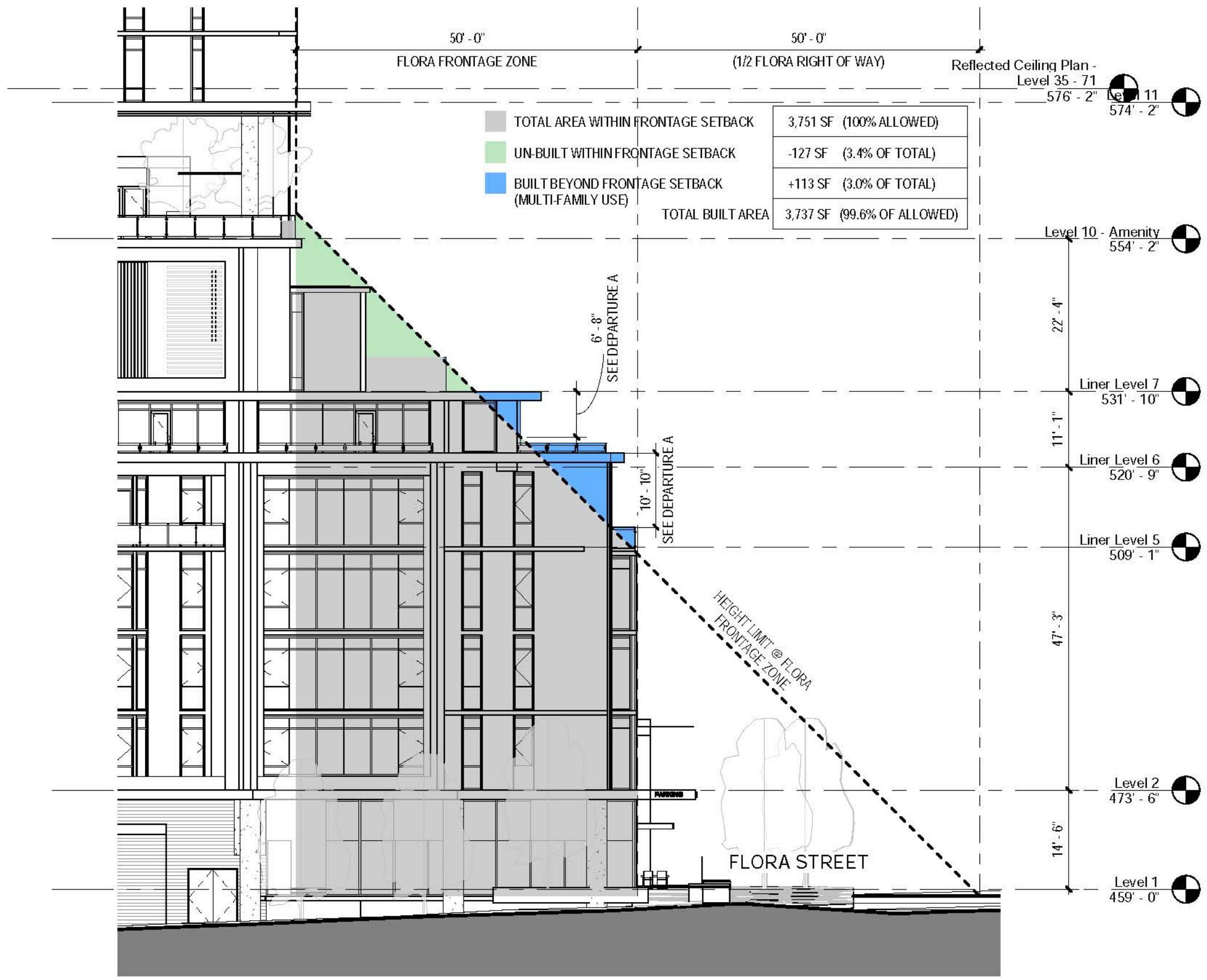


# FLORA STREET FRONTAGE ZONE









ELEVATION-SOUTH-WEST (OLIVE STREET)

1/16" = 1'-0"

PM

