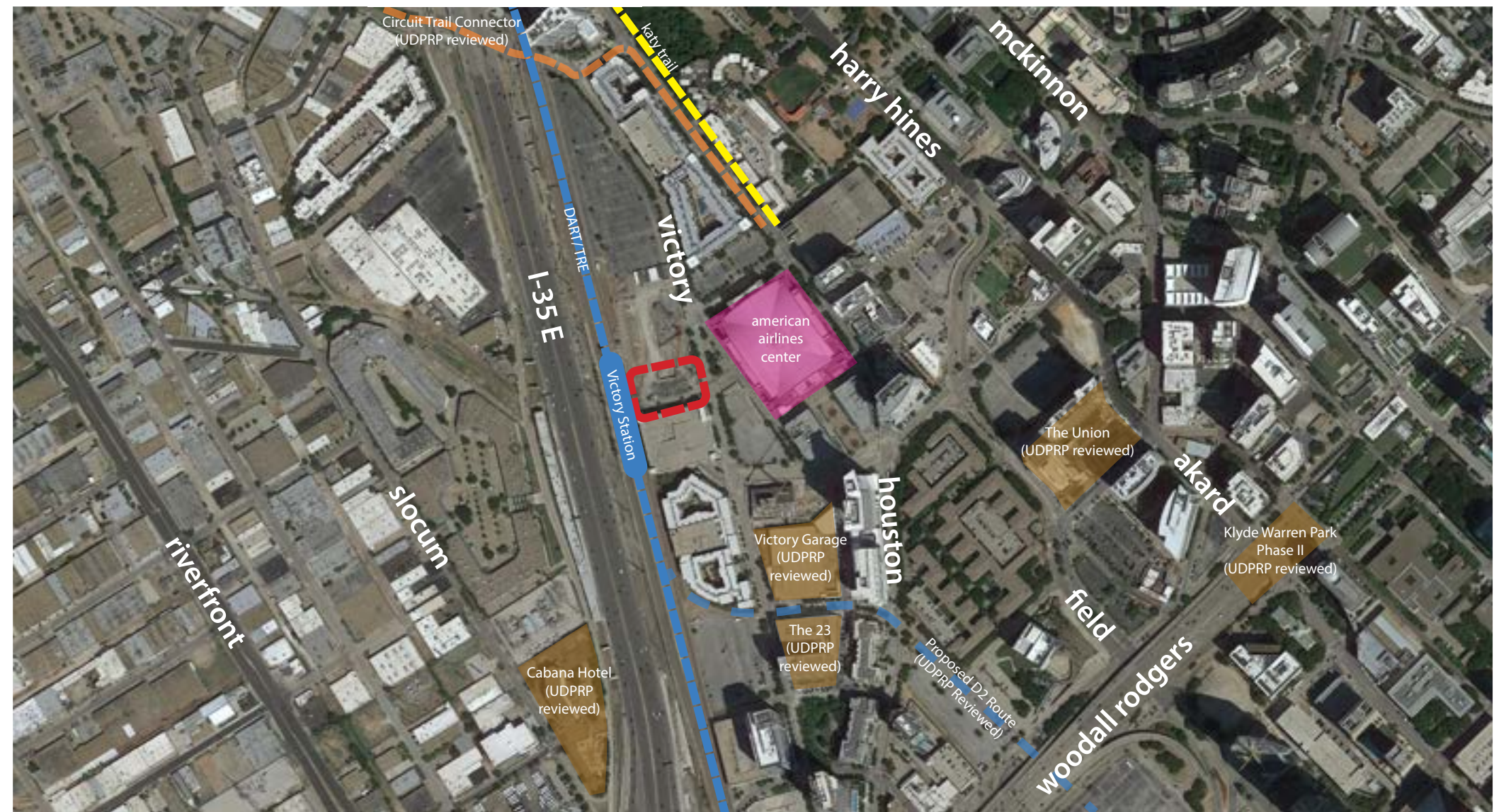


Applicable Urban Design Priorities Project Should Achieve

- [1] Explore ways to reimagine the retaining wall and the separation of the private patio space and the adjacent public sidewalk/plaza
Better integrating the office tower patio area with the plaza will better connect the tower and that retail tenant with the public space.
- [2] Consider opportunities to incorporate intergrated stormwater management or low-impact development on-site.
The design team should examine ways in which the pervious surfaces and landscape areas could double as opportunities for on-site stormwater management.
- [3] Analyze ways to minimize the site's impact while enhancing users' experience through material choice.
Choices of lighting, paving materials, landscaping, and other elements such as seating and benches should be considered.



Policy References

- Forward Dallas!
Section 5 [urban design element]
- TIF Urban Design Guidelines
Part III, Part IV [Sports Arena]
- Urban Transit Design Guidelines
Part II [Right-of-Way Design Guidelines]

Context Description

The Victory DART Station Plaza is a planned 0.9 acre public open space that provides much-needed open space to the continuously-growing Victory Park neighborhood while also improving and amplifying the connection between the American Airlines Center and Victory Avenue to the existing DART light rail station. The open space is being constructed in conjunction with a planned 15-story office tower directly north of the site.

Design considerations for the project include environmental and sustainable design practices to mitigate the site's overall impact, as well as the choice of materials, including lighting, paving, seating, and landscaping. Additionally, design of the retaining wall and the division of space between the private patio area adjacent to the office tower and the rest of the public plaza should also be addressed.

Victory DART Station Plaza

Neighborhood:
Victory Park

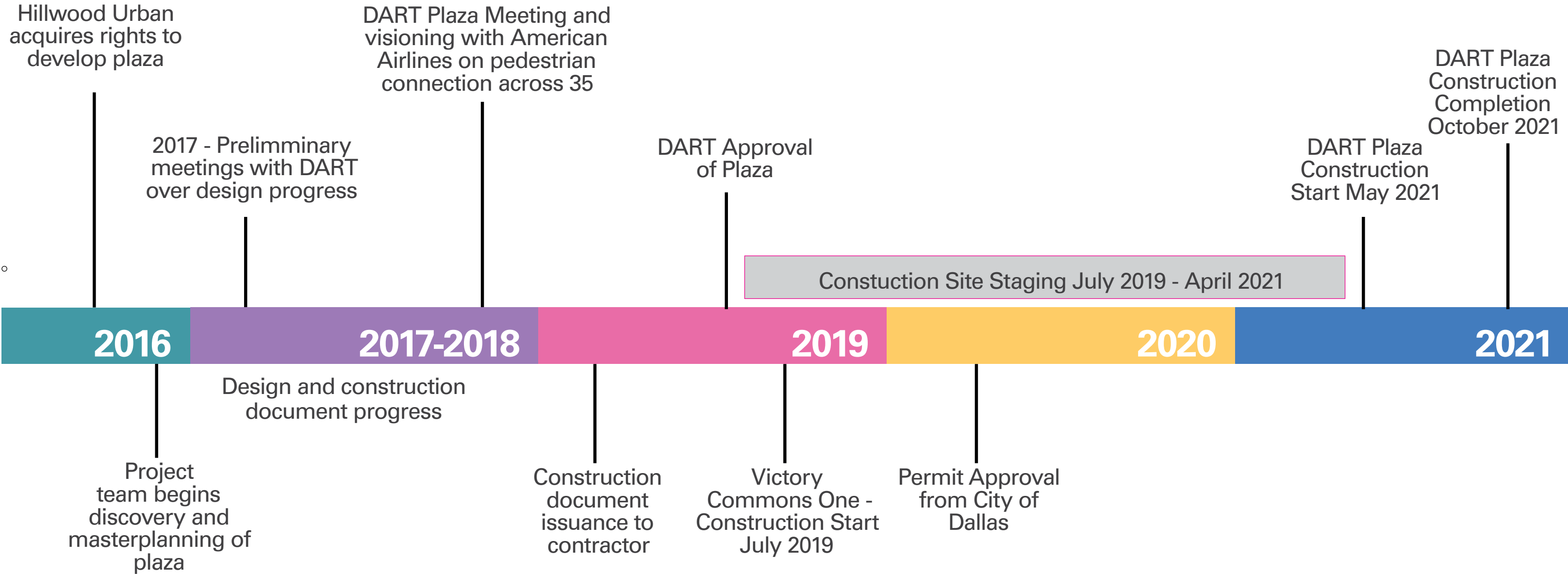
Program:
Open Space

Victory DART Plaza



TBG





Victory DART Plaza project timeline

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

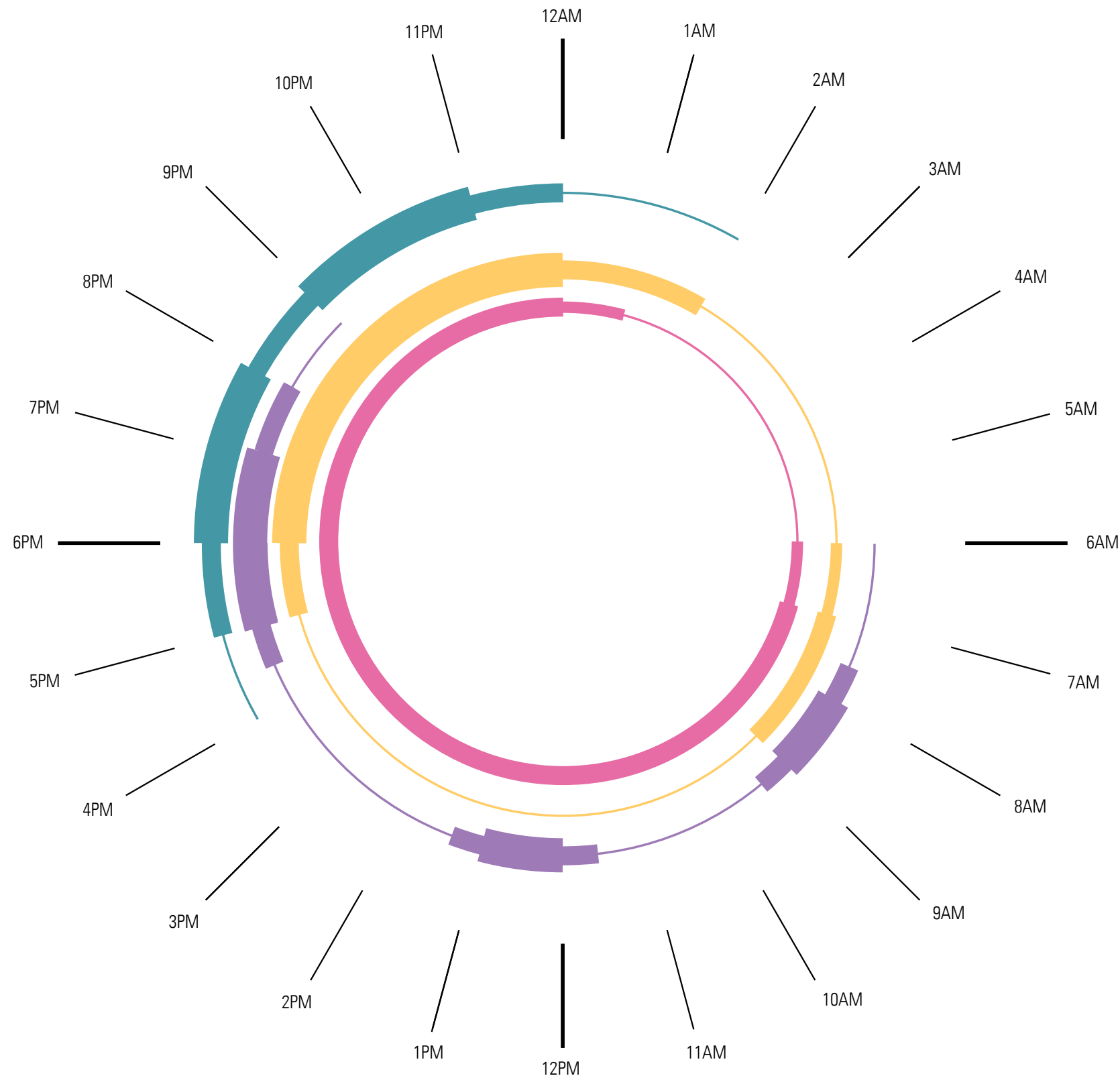
TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201

[214] 744 0757
tbgpartners.com

The information shown is based on the best information available and is subject to change without notice.



Guiding Principle: Provide a Neighborhood Space for the Victory District



- American Airline User**
 - Entertainment
 - Eating / Drinking
 - Transient
 - Night Dweller
 - Walking Oriented
 - DART User
 - Part of the AAC atmosphere
 - Promenading

- Office Dweller**
 - Day User
 - Eating
 - Walking Oriented
 - DART User
 - Outside Breaks

- Young Urban Dweller**
 - Ownership
 - Eating / Drinking
 - Active
 - Dog Walker
 - Entertainment
 - Day / Night Dweller
 - Promenading
 - Part of the AAC atmosphere

- Empty Nester**
 - Protector
 - Ownership
 - Active
 - Promenading
 - Entertainment
 - Eating / Drinking
 - Day / Night Dweller
 - Walking Oriented
 - DART User
 - Part of the AAC atmosphere

Key Take-a-ways:

- Plaza will be used during all portions of the day
- Plaza should accommodate a wide range of spaces
- Lighting is essential for night time use during events



TBG



Victory DART Plaza

user group activity

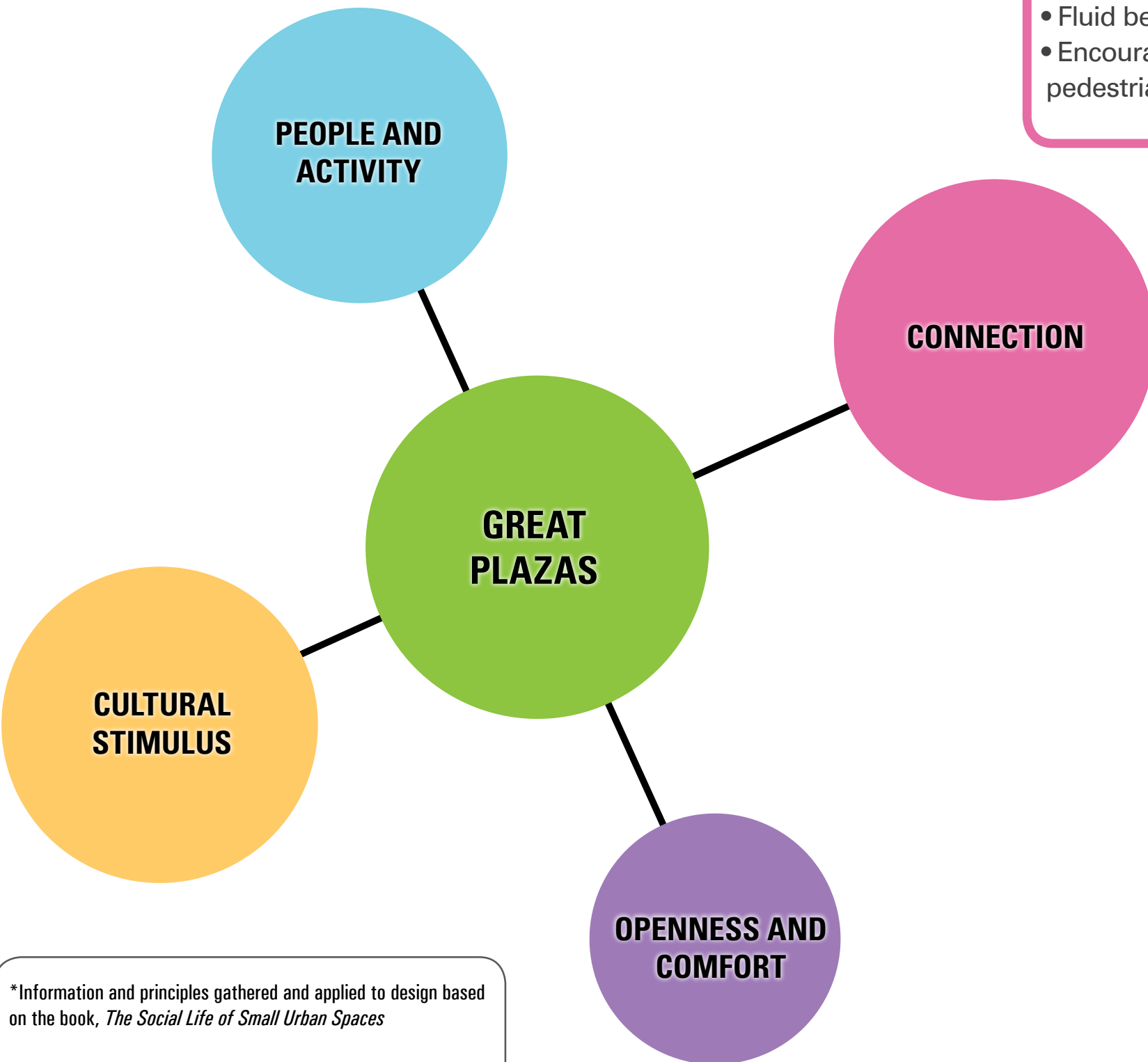
Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201

[214] 744 0757
tbpartners.com

The information shown is based on the best information available and is subject to change without notice.

Space Programming Principles



Street and Plaza Connection

- A good plaza starts with the street corner
- Fluid beginning and ending
- Encourages impulse use by passing pedestrians

DART and Plaza Connection

- Smooth and continuous connection
- Opportunities for people watching
- Creates seating for waiting passengers

Lawn, Trees, Sun

- Continues critical site lines essential to success
- Attracts people through natural relief
- Varying sun and shade provides comfort

Cultural Stimulus

- The process by which some external stimulus provides a linkage between people
- Sculptures create an icon for the space

Seating

- Attracts people and makes a space successful
- People are concerned with eye level views
- Keep views clear

Self Regulation: People = People

- People will attract people
- Active spaces will keep the space safe and deter undesirable behavior
- Spaces that are designed to be defensive against undesirable groups will push away all users. Design for all users and a plaza will be successful

*Information and principles gathered and applied to design based on the book, *The Social Life of Small Urban Spaces*

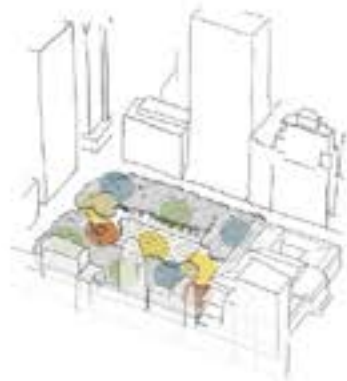
Whyte, William H. *The Social Life of Small Urban Spaces*. New York: Project for Public Spaces, 1980.



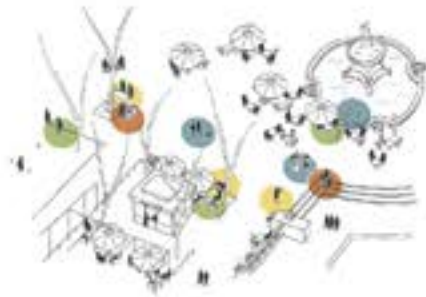
Power of 10 for the Plaza



City/Region
10+ MAJOR DESTINATIONS











Destination
10+ PLACES IN EACH

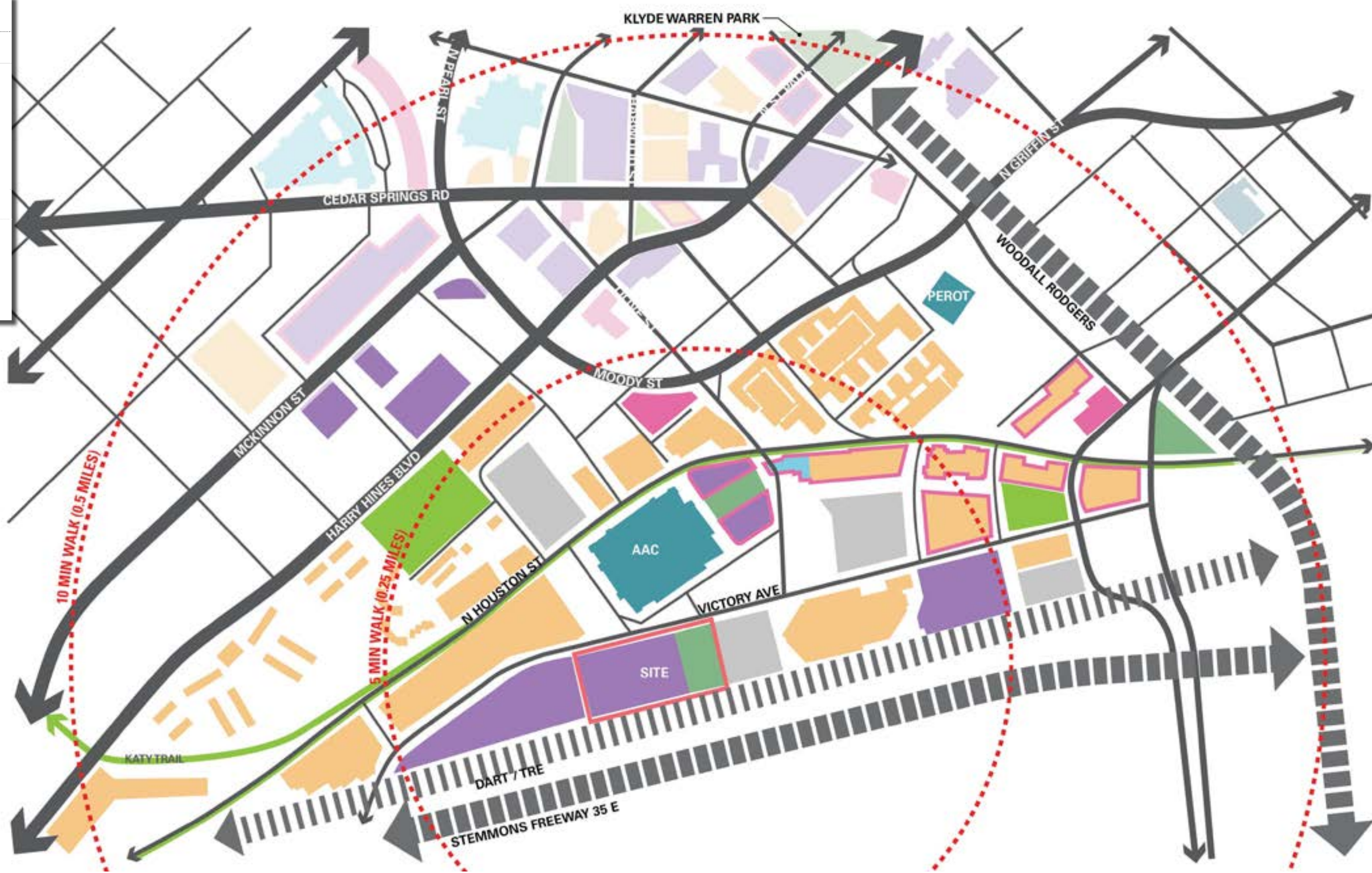


Place
10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY



LEGEND

	RESIDENTIAL	37% (8%)
	HOTEL	6%
	OFFICE	28% (8% MIXED)
	RETAIL/ MIXED USE	
	GREEN SPACE	3%
	PLAZA	3%
	CIVIC	5%
	PARKING GARAGE	



Victory DART Plaza location map

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201
[214] 744 0757
tbpartners.com

The information shown is based on the best information available and is subject to change without notice.





Pike Park

W Dallas

N Houston St.

American Airlines Center

Nowitzki Way

Museum Way

Katy Trail

Camden Victory Park Apartments

All Stair Way

Victory Avenue

Site

Arpeggio Victory Apartments

DART / TRE Rail Lines

US 35E



TBG



Victory DART Plaza

conceptual landscape master plan

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201

(214) 744 0757
tbpartners.com

The information shown is based on the best information available and is subject to change without notice.



1) Approach to American Airlines



Assets

Great view of prominent building

Issues

Fence along DART creates barrier
TRE + Rail Cars create loud noise

2) Garage and Pop-up Retail



Assets

Activates (future) underutilized space

Artwork paving pattern provides color and variety to space

Issues

Facade above retail spaces could provide functional use during events

Corridor creates a channelized space feeling uncomfortable to users

3) Event Access @ Crosswalk



Assets

Provides access to American Airlines Center

Issues

Narrow walkway and crosswalk creates bottle-neck during events filtering DART users and garage parkers



TBG



Victory DART Plaza

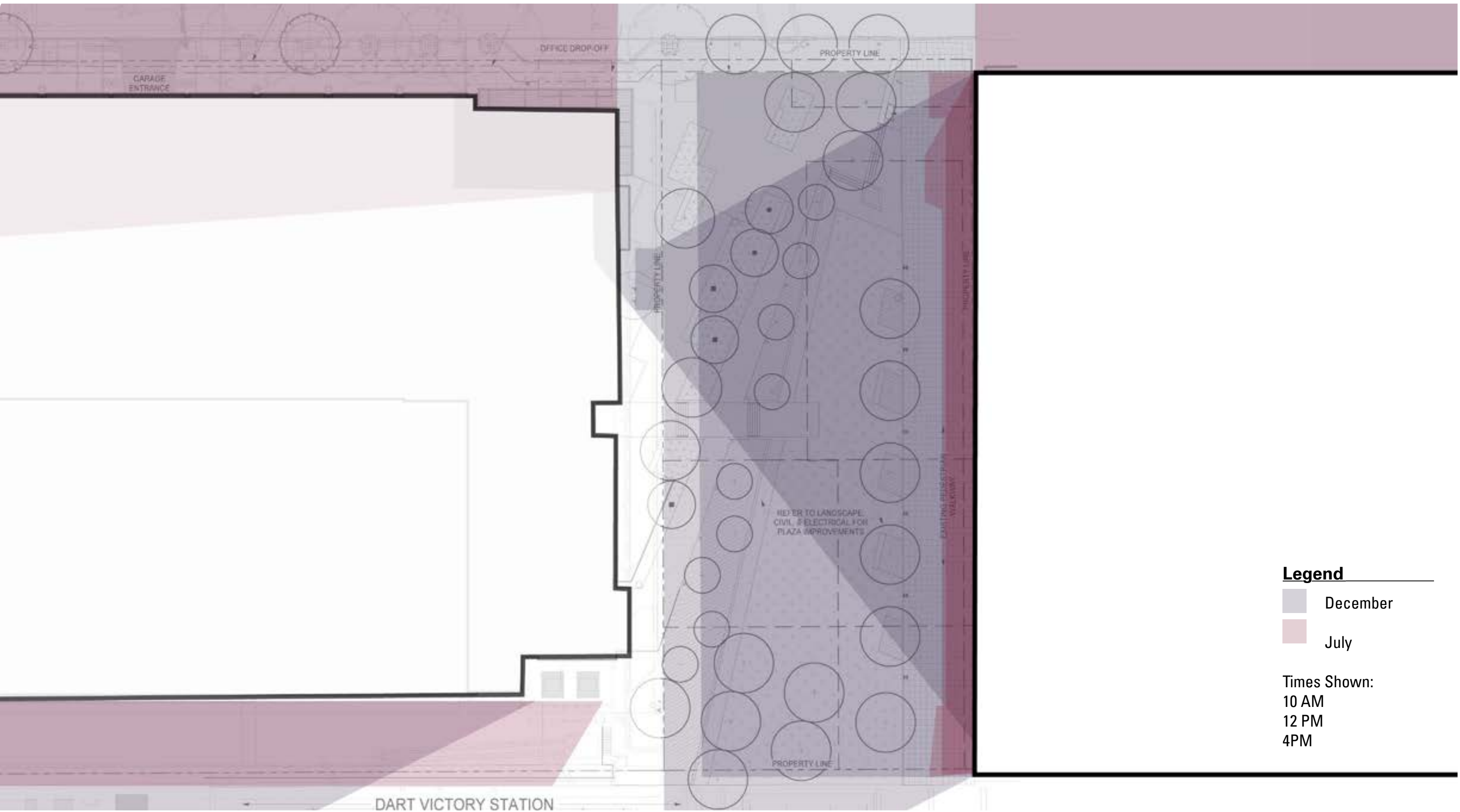
pre-development
photo inventory

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201

[214] 744 0757
tbgpartners.com

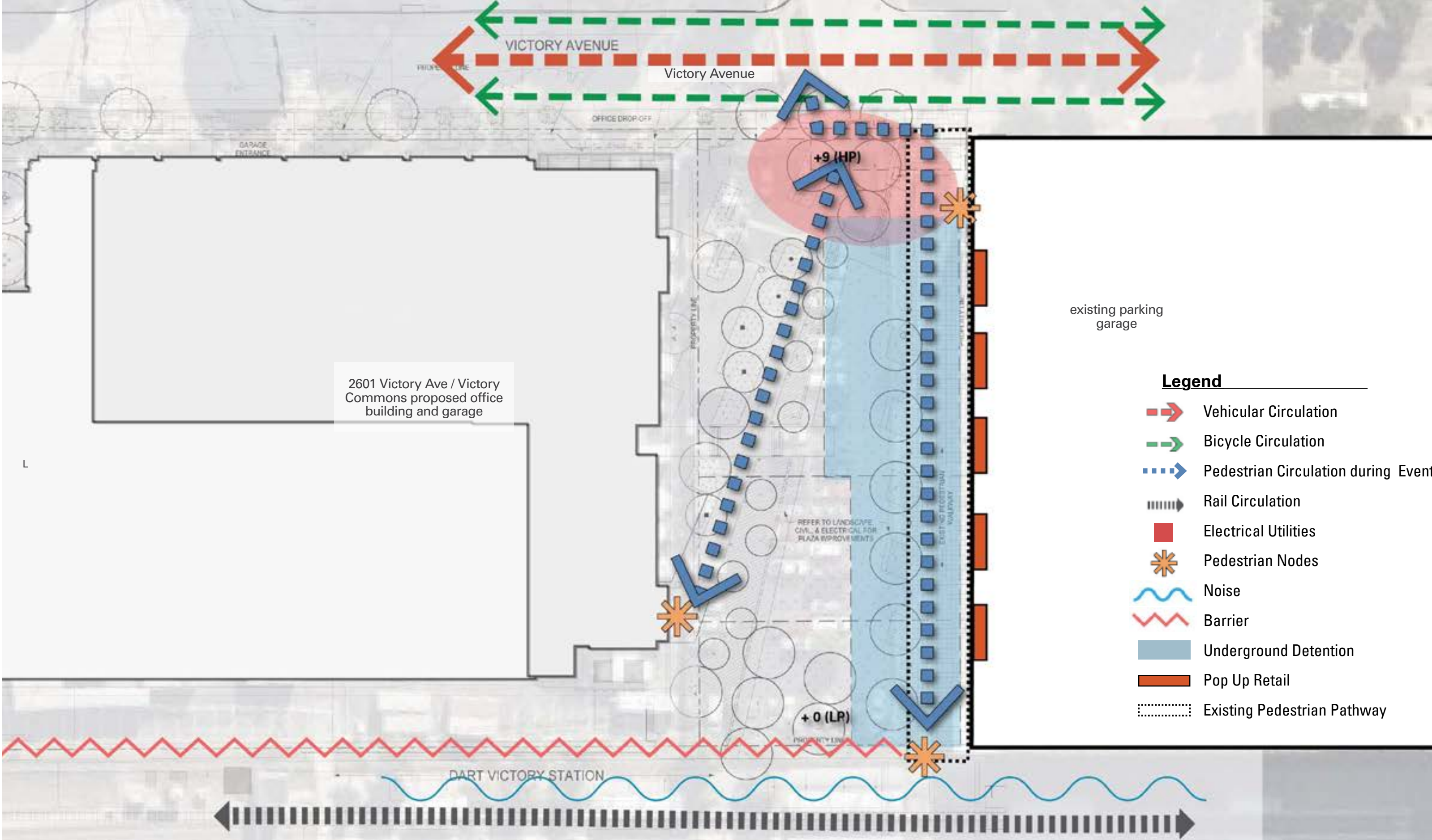
The information shown is based on the best information available and is subject to change without notice.



Legend

- December
- July

Times Shown:
 10 AM
 12 PM
 4PM



2601 Victory Ave / Victory Commons proposed office building and garage

existing parking garage

Legend

- Vehicular Circulation
- Bicycle Circulation
- Pedestrian Circulation during Events
- Rail Circulation
- Electrical Utilities
- Pedestrian Nodes
- Noise
- Barrier
- Underground Detention
- Pop Up Retail
- Existing Pedestrian Pathway



Legend

- 01_Urban Plaza
- 02_Terraced Planting
- 03_Seat wall
- 04_Urban Shade Tree in Paver Grate
- 05_Pathway from Garage
- 06_Connection from garage to Plaza
- 07_Lawn
- 08_Planting Area
- 09_Connection to DART
- 10_AAC Patron Entry / Exit
- 11_Existing pedestrian pathway
- 12_Stair connection to lawn
- 13_Canopy Tree
- 14_Specimen Shade Tree
- 15_Ornamental Tree
- 16_Shrubs & Groundcovers

- Canopy Trees*
- Autumn Blaze Maple
 - Chinese Pistache
 - Lacebark Elm
 - Live Oaks
 - Texas Red Oak

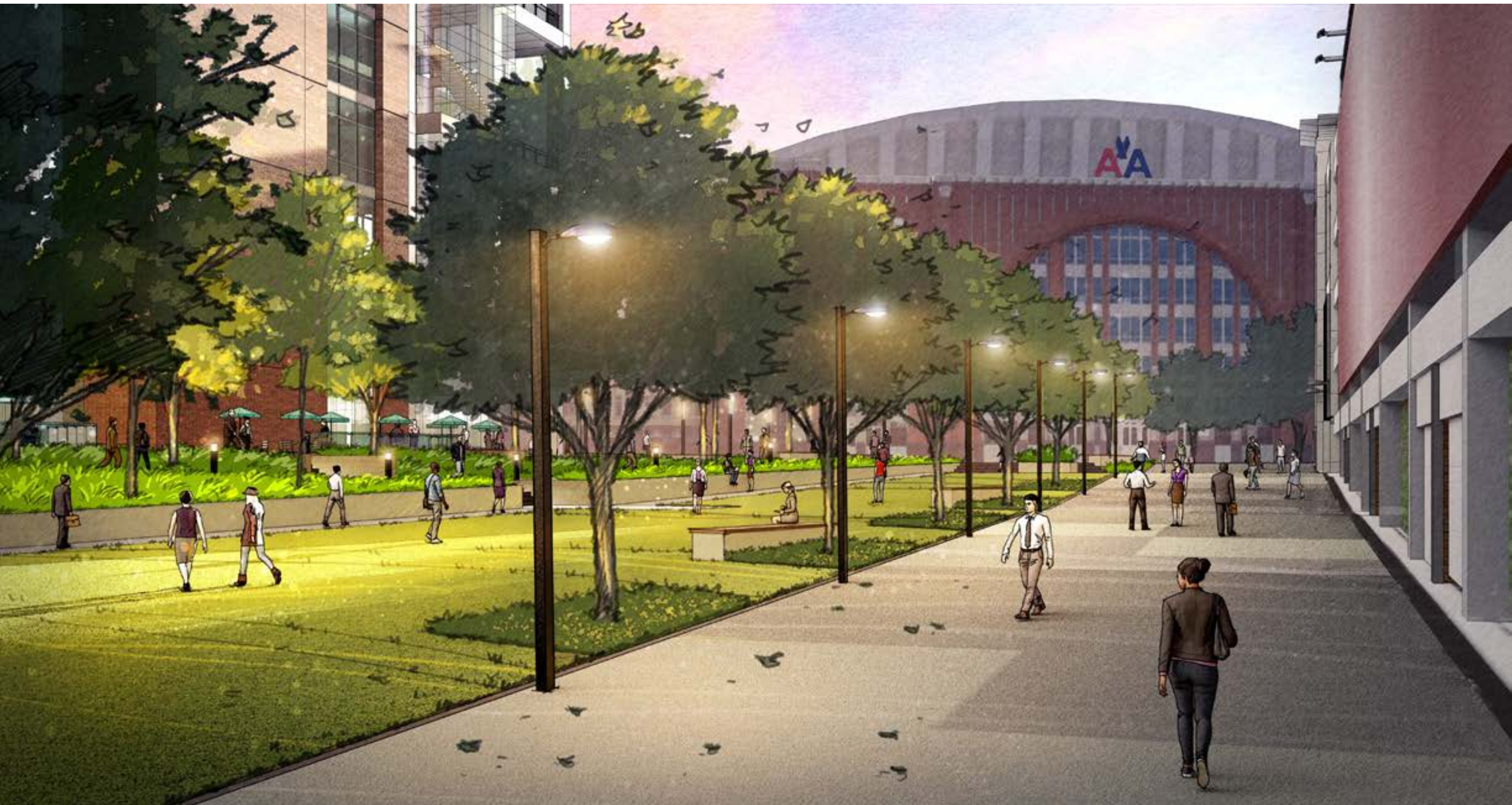
- Ornamental Trees*
- Desert Willow

- Shrubs / Groundcovers*
- Whale's Tongue Agave
 - Berkeley Sedge
 - Dwarf Palmetto
 - Gulf Muhly
 - Mexican Feathergrass





- Legend
- RGB Light Sticks
 - Pedestrian Pole Lights
 - ▲ Pedestrian Bollards
 - Tree Uplights / Downlights



Victory DART Plaza

view leaving DART

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201
[214] 744 0757
tbpartners.com

The information shown is based on the best information available and is subject to change without notice.



TBG



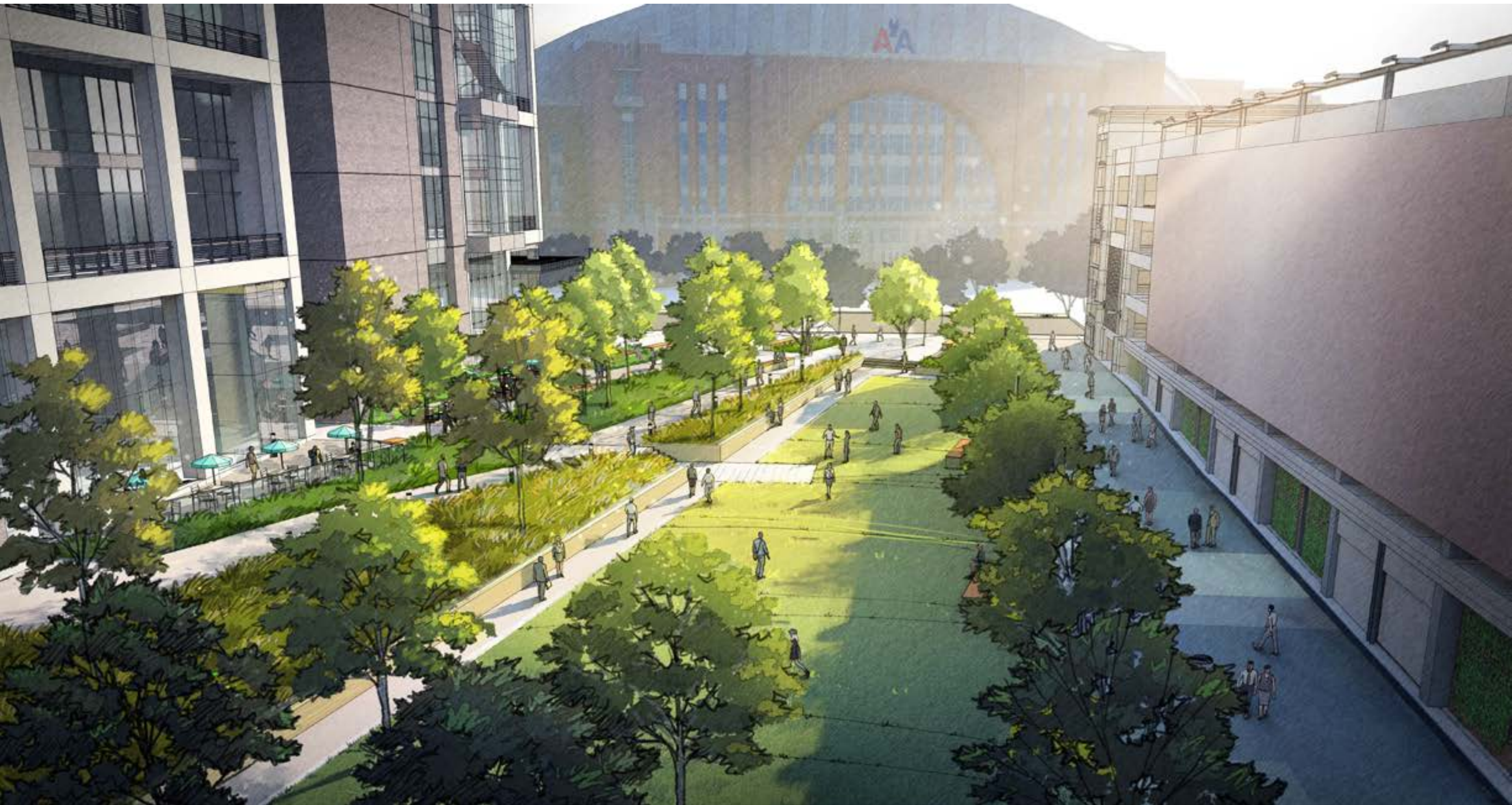
Victory DART Plaza

view from top of lawn

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201
[214] 744 0757
tbgpartners.com

The information shown is based on the best information available and is subject to change without notice.



TBG



Victory DART Plaza

bird's eye view

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201

[214] 744 0757
tbpartners.com

The information shown is based on the best information available and is subject to change without notice.



TBG



Victory DART Plaza

pedestrian plaza

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201
[214] 744 0757
tbgpartners.com

The information shown is based on
the best information available and is
subject to change without notice.



TBG



Victory DART Plaza

overall aerial

Dallas, Texas
02/10/2021
Hillwood Urban / BokaPowell

TBG
2001 Bryan St.
Suite 1450
Dallas, Texas 75201

[214] 744 0757
tbgpartners.com

The information shown is based on
the best information available and is
subject to change without notice.