

# NEWPARK

DALLAS | A SMART DISTRICT

March 08, 2021

Urban Design Peer Review Panel  
City of Dallas  
1500 Marilla Street  
Dallas, TX 75201

RE: UDPRP Advice for One Newpark, Presented to the Panel on October 23, 2020

Dear Panelists,

Thank you for the consideration and thoughtful feedback, comments, and questions regarding our presentation for One Newpark at the Panel's meeting on October 23, 2020. We look forward to continue working with you and the City to make Newpark Dallas a catalyst for the southern area of Downtown Dallas.

Please see comments below in response to the Panel's advice provided following the presentation:

- [1]** The Panel expresses excitement for the opportunities this mixed-use development brings to this side of downtown.

*Response: Thank you for the show of support, we are excited to be doing something significant for the City of Dallas to help move investment south.*

- [2]** The Panel advises the development team continue to collaborate and work with all surrounding partners, including the City, Downtown Dallas Inc., the Cedars Neighborhood Association, the Convention Center, and TXDOT.

*Response: We have met with all of these groups, and others, and will continue to do so to ensure the development is cohesive and mindful of other significant infrastructure and public improvements planned nearby.*

- [3]** The Panel recommends that the design team work hand-in-hand with the City on proposed street changes and bike infrastructure improvements to ensure safety, operability, traffic functionality, and connectivity to surrounding districts.

*Response: We have met with City departments regarding proposed street changes and bike infrastructure improvements, and we will continue to work hand-in-hand with them.*  
*City Response (3.10.21): Per the abandonment request of Browder, please provide a plan diagram of the proposed pedestrian mews replacing Browder Street, indicating dimensions of the space and the sidewalk.*

# NEWPARK

DALLAS | A SMART DISTRICT

Newpark Response: Please see Exhibit D attached.

- [4] The Panel advises that this project pay attention to adjacent historic structures and also consider historically listed buildings located in the overall NewPark master plan that reside inside the Downtown Dallas Historic District.

Response: We will be mindful of adjacent historic structures and historically listed buildings in the overall Newpark master plan.

City Response (3.10.21): Please provide a plan diagram of the NewPark master plan, highlighting all of the historically significant buildings that are indicated in the Downtown Dallas National Register District report (previously shared, and included in this response). Please indicate any impacts that might exist with any of the listed buildings.

Newpark Response: Please see Exhibit E attached. The diagram shows the Newpark master plan and surrounding historic structures. The Newpark team has been very intentional about designing a project that is respectful and responsive to historic structures around the site. The Eagles Nest (referred to today as The Universal Church), for example, contributes greatly to the context of the streets around Newpark and the 1 Newpark residential front door and pedestrian mews between 1 Newpark and 2 Newpark are designed to open up to this historic building. 1701 Canton was reviewed by the City of Dallas Office of Historic Preservation and granted a demolition permit following a public hearing and process due to an inability to repurpose the building for the intended future use, which we can now share is a flagship downtown school for the local public school district.

- [5] The Panel recommends the design team consider softening the façade along Canton Street to help balance the monumentalism that exists at and around Dallas City Hall.

Response: Due to the cores of the multiple mix of uses and structural grids necessary to support all the uses stacked vertically in the building, it will be financially unfeasible to make significant changes to the façade along Canton Street. Please see Exhibit A that illustrates how the façade along Canton Street has been designed further to develop the building in a manner that is appropriate for a downtown high-rise in the setting which is appropriate for significant density and urban form.

City Response (3.10.21): Please provide a rendered site plan that shows how the articulation of the ground plane, hard and softscape provides interest and a balance to City Hall.

Newpark Response: Please see Exhibit F attached.

- [6] The Panel advises that the overall master plan work with this phase and future phases and their massing to mitigate the feeling of a wall, including thought being given to the design of future pedestrian mews between Canton and Cadiz to break down this barrier.

Response: Please see Exhibit B illustrating refinements to the overall master plan in order to address concerns of the massing feeling like a wall.

# NEWPARK

DALLAS | A SMART DISTRICT

- [7] The Panel recommends that the design maximize the use of green infrastructure on site to mitigate urban heat island, utilizing integrated stormwater management when possible.

Response: We will continue design efforts with mindfulness of how to maximize the use of green infrastructure to mitigate urban heat island effects and how integrated stormwater management may work. The site is currently 100% impervious, but through our design we look to incorporate landscaping that will reduce the fully impervious current condition.

City Response (3.10.21): Please continue to work with the City/PUD to explore iSWM opportunities as the site design is refined and finalized

Newpark Response: We will continue working with the City/PUD on this item.

- [8] The Panel expresses concern about the design of the facades of the parking structure, especially on the rear-side of the building facing the fire station property.

Response: Please see Exhibit C illustrating the design intent for the building materials on the garage and how the facades of the parking structure are activated on all sides. All sides of the parking garage will be skinned with building materials to ensure all sides of the building are activated.

- [9] The Panel advises that design detail be given to the site master plan and the closure of Browder Street, ensuring Browder remains as a wide pedestrian right-of-way to align with improvements being proposed for I-30. One consideration is to change the location of Phase I to the proposed location of Phase II and III near Ervay Street. If such a change cannot occur, it is recommended that work be made to acquire the fire station to create a hard corner at Akard/Cadiz to anchor this development to the proposed deck park.

Response: The location of the first phase block and abandonment of Browder Street are critical for the success of this project. The pedestrian connection coming from Browder to the south of One Newpark will be maintained, however, through the mews that runs directly east of the building. This connection will be important to bring pedestrians from the Cedars through the site, to Dallas City Hall, and beyond. Currently, Browder dead ends on Canton Street, therefore the change to have Browder stop one block down at Cadiz does not represent a dramatic change, particularly since the two-waying of Canton and Cadiz will facilitate better circulation around the site. One Newpark will also serve as a beautiful terminus with an activated street presence and residential lobby facing out to the predominantly pedestrian Browder Street as it comes up from the Cedars and into downtown.

Starting the multi-phase mixed-use development with an anchor on the western side of the district helps make a connection and establish continuity from the adjacent hubs of activity, particularly the Convention Center. The proximity to the Convention Center directly across the street further supports the intended hotel use in One Newpark, which depends on this

# NEWPARK

DALLAS | A SMART DISTRICT

connectivity. Furthermore, the lead office tenant discussions we have been having for the district are lined up and drastically changing the development plan at this stage would risk losing the opportunity.

We will explore acquisition of the fire station, but as this is a lengthy process, we are unable to commit to successful execution of this acquisition. While the building footprint shape is not a perfect square or rectangle, this actually helps give some architectural diversity to the shape of the building, rather than have a "Kleenex box on its side" look of a building that would incorporate the full block. The fire station property represents an opportunity to create something unique and special facing out to the future deck park, and we have been thoughtful in how we design our building around it.

# NEWPARK

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[EXHIBIT A]



# NEWPARK

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# NEWPARK

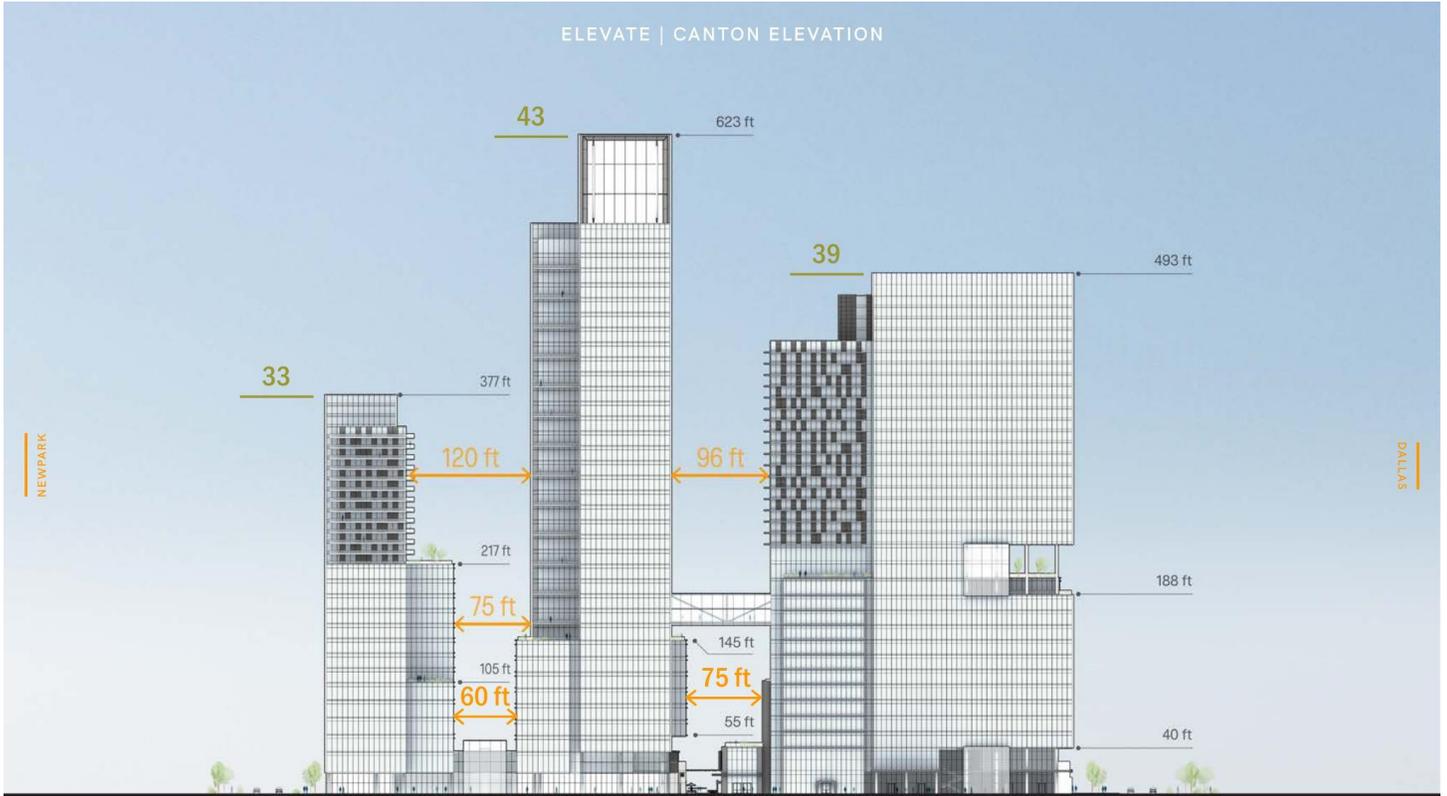
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[EXHIBIT B]



# NEWPARK

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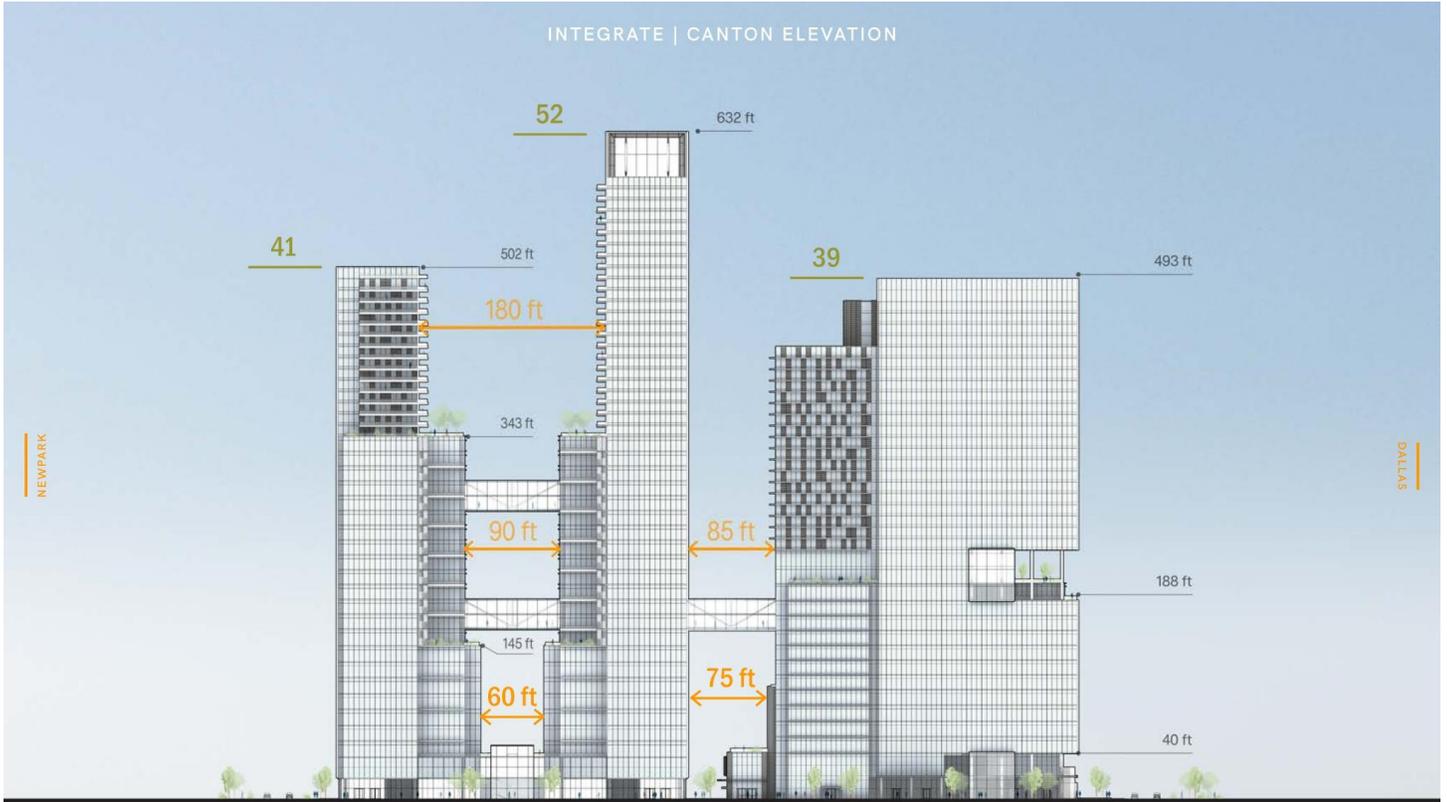
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DALLAS | A SMART DISTRICT



# NEWPARK

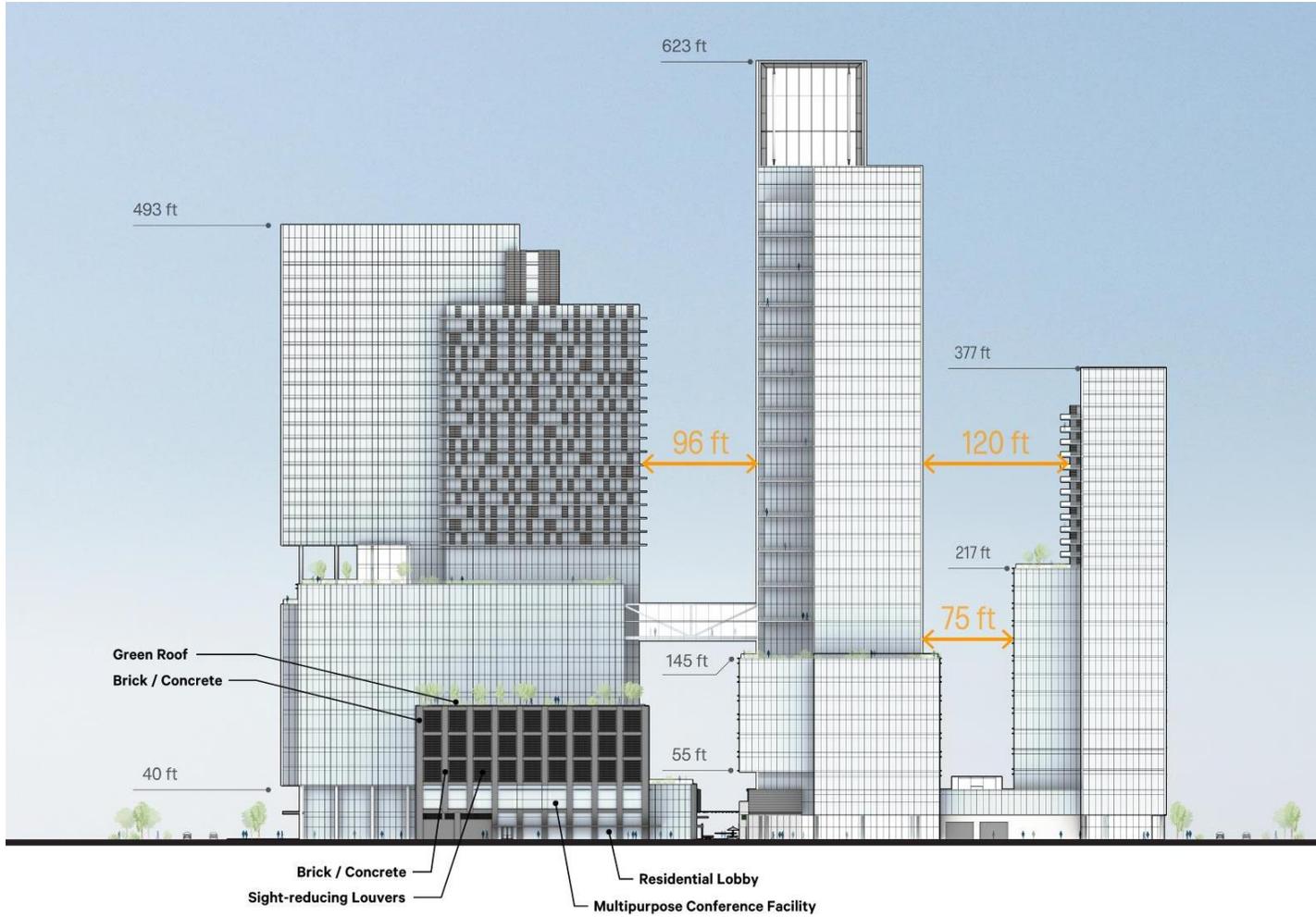
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# NEWPARK

DALLAS | A SMART DISTRICT

[EXHIBIT C]



# NEWPARK

DALLAS | A SMART DISTRICT

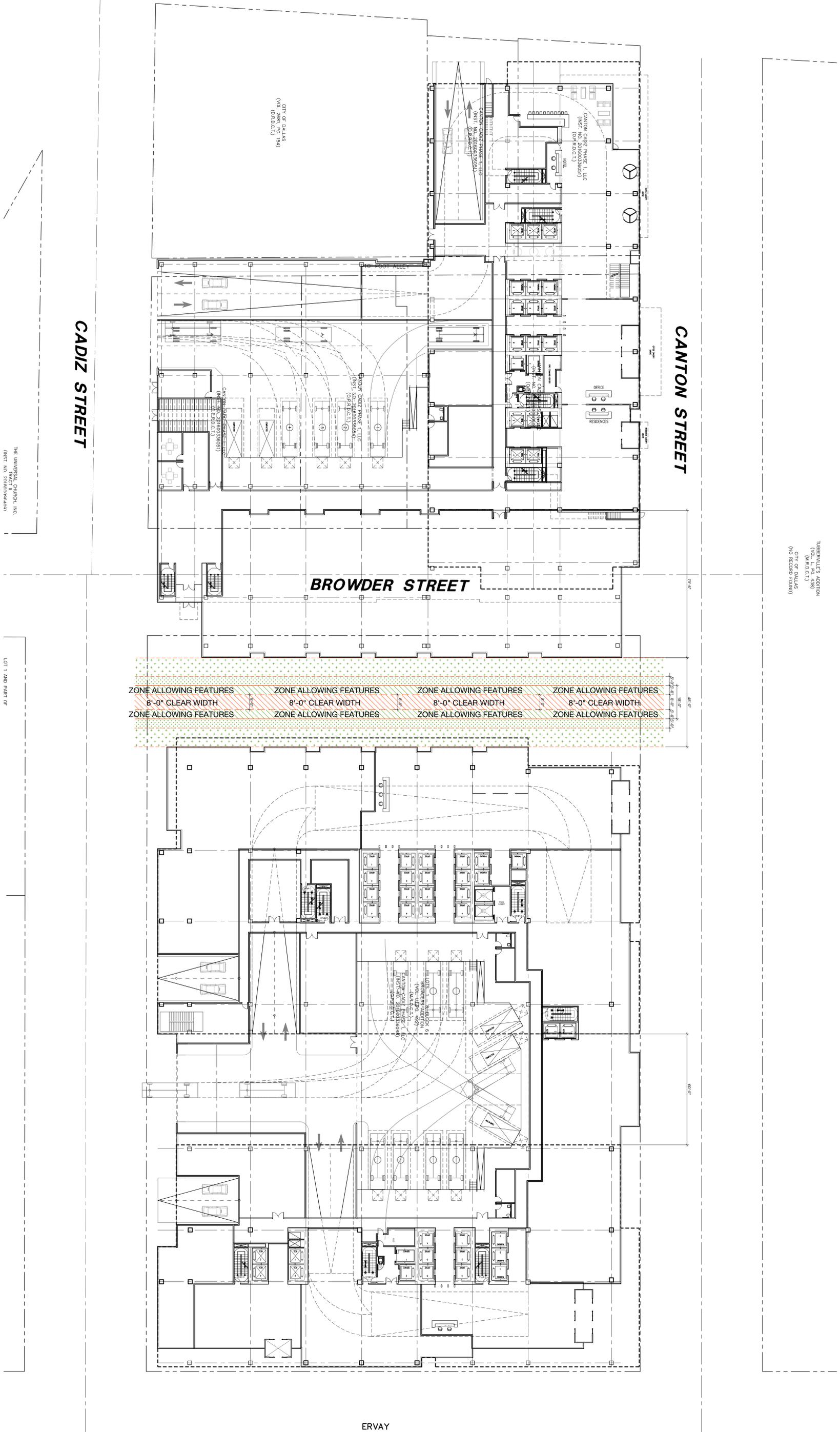


# NEWPARK

DALLAS | A SMART DISTRICT

[EXHIBIT D]

Please View the Full Page Below



TUBBERVILLE'S ADDITION  
(VOL. 1, PG. 438)  
(MARKET)  
CITY OF DALLAS  
(NO RECORD FOUND)

THE UNIVERSAL CHURCH, INC.  
TRACT II  
(INST. NO. 201600330051)

LOT 1 AND PART OF

**CADIZ STREET**

**CANTON STREET**

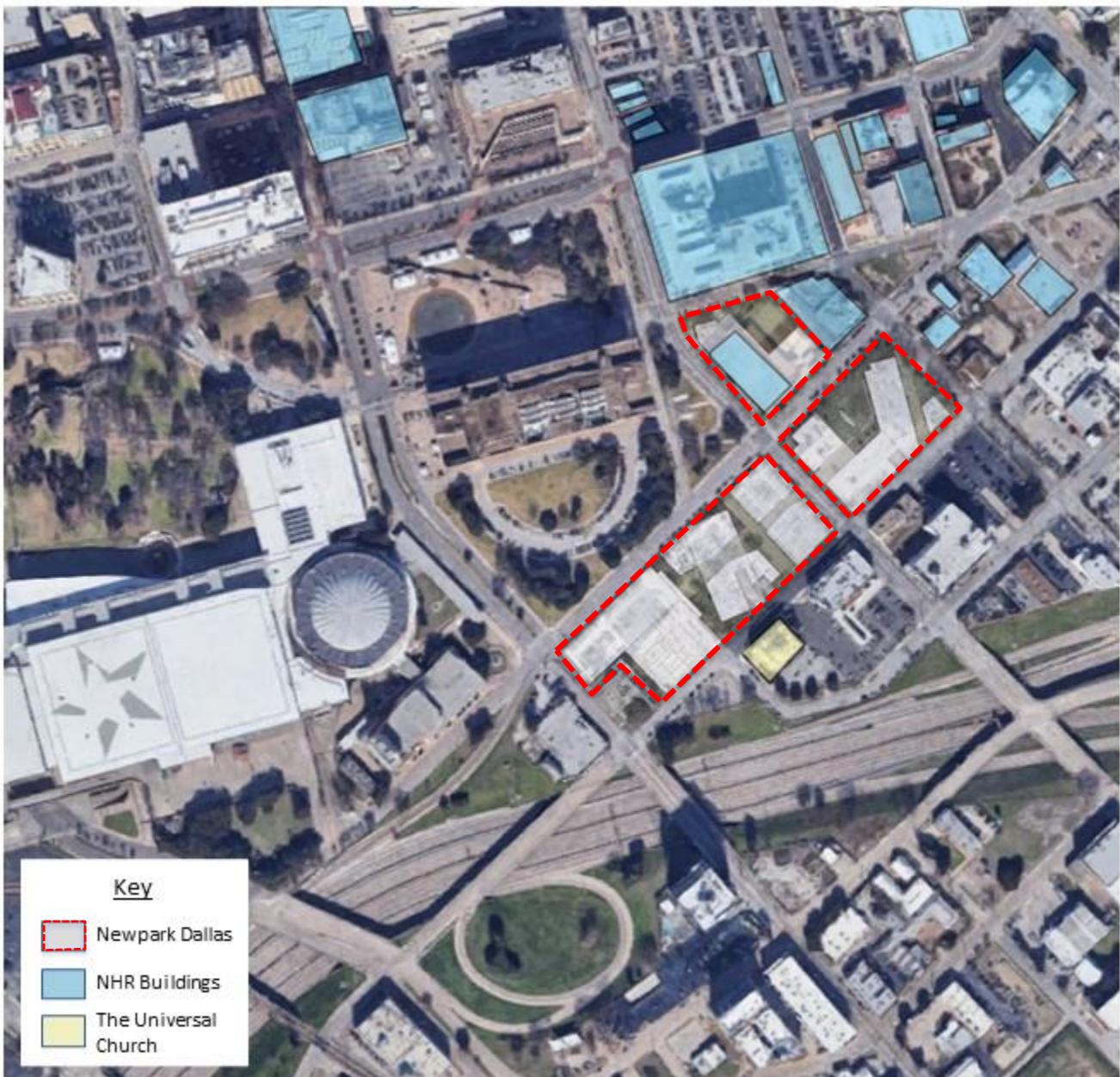
**BROWDER STREET**

**ERVAY**

# NEWPARK

DALLAS | A SMART DISTRICT

[EXHIBIT E]



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[EXHIBIT F]

