

# Document Use

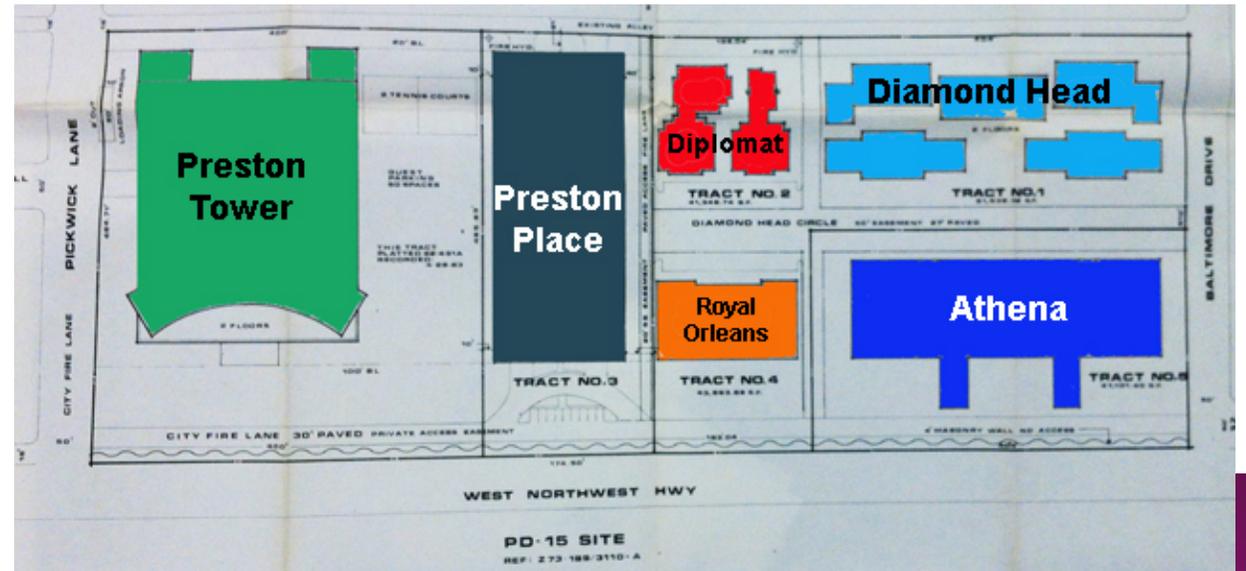
- The following pages are meant to inform and guide conversations surrounding area redevelopment.
  - It is by no means exhaustive.
- The “good” and “bad” architectural exemplars provided are just that. They are not blueprints, but rather seeds for discussions.
- A first step, not a last word.

Pink Wall Redevelopment

# History and Limits

# PD-15 History and Location

- PD-15 is located on Northwest Highway between Pickwick Lane and Baltimore Drive, just east of Preston Road.
  - Historically known as part of the Pink Wall development area
- PD-15 originated in 1947 and has been changed five times since.
  - Most recent change was in 1980, dealing with Preston Tower's commercial components



# Pink Wall PD-15 Requirements

- Density is limited to 52.4 residential units per acre
- No height restriction (in theory density limits height)
  - Even sandwiched between two towers, height will be a battle
- Inadequate parking requirements
  - (1.22 spaces per unit)
- Roadways and fire lanes (though private) required for access

Current and Potential Units Within PD-15				
Complex	Current Units	Current Units/Acre	Units at 52.4/Acre	New Units
Preston Place	60	32.25	97	37
Diplomat	15	16	50	35
Royal Orleans	20	20	52	32
Diamond Head	41	19.25	111	70
<b>Totals</b>	<b>136</b>		<b>310</b>	<b>174</b>

Preston Tower	361	85	--	--
Athena	142	64	--	--

Pink Wall Redevelopment

# Considerations

# Increasing Opportunity by Addressing Neighborhood Concerns

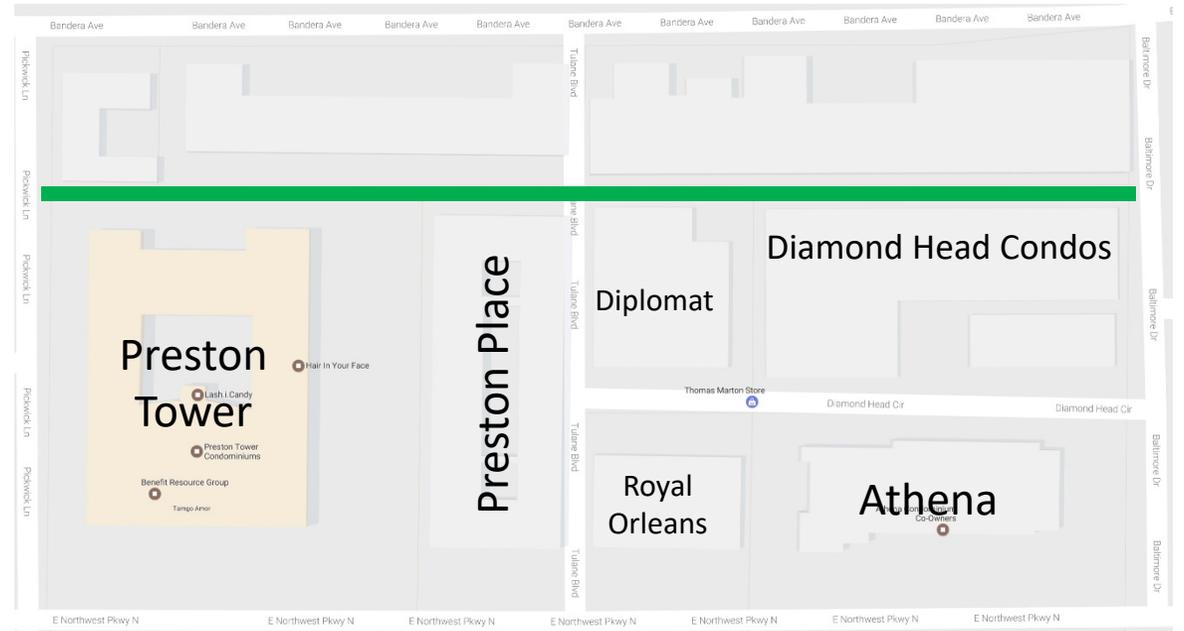
- Signature architecture that uplifts and brings interest to the area
  - The Pink Wall was designed with what was modern architecture. Rebuilds should embrace the architecture of this modern age, not reinvent the past. (examples given in proceeding slides)
- Underground parking
- LEED / green building techniques, including green roofs
  - Structures lower than the towers should have green roofs, they're pretty but more importantly cut utility costs and sequester water during rains to reduce on-street flooding.
- Building entrances should be oriented towards Diamond Head Circle versus NW Hwy frontage roads (more dangerous for entering NW Hwy.)
- Appropriate setbacks required to widen some north/south roadways (from fire lanes to “real” roads) and straighten NW Highway frontage road (specific to Preston Place and particularly Royal Orleans)
- Condo quality construction – steel/concrete, improved soundproofing. No stucco.

# Increasing Opportunity by Addressing Neighborhood Concerns

- No AC farms on the roof (Noise reduction)
- Consideration and parcel utilization to minimize view blockage to towers and neighborhood proximity
- Help address neighborhood drainage/sewer issues (that development will add to)
  - Minimize storm water runoff and address increased strain on aging sanitary sewer lines
- If multiple parcels combine, not a single monolithic slab building. High-mid-low, multi-level project
- Variety of unit sizes (resulting in varied price points to retain some income diversity)
- Commercial/restaurant on NW Highway frontage?
  - Improve walkability with services within multi-use project
  - Probably the most difficult / divisive component with the neighborhood

# Green Space Considerations

- On-property, ground level green space
- “Donation” of alley rights with goal to craft a strip park
  - 2050 plan might see the buildings along the alley rebuilt to include underground parking accessed from the road (not alley).
  - When complete, the alley could be turned into a strip park for the neighborhood. Developers would “sign away” their alley easement
  - Relocating garbage pickup to other areas
  - Alley a designated fire lane requiring alternative green road surfaces
- Ultimately improves neighborhood and particularly buildings that border it



Design Language

Simplicity

# Design: Simplicity or Controlled Complexity

- Two design ideologies offer insight how differing schools can achieve striking design outcomes.
- Examples within the “Simplicity” category strip away unnecessary ornamentation and let the building’s purity speak
  - Similar to Athena’s Brutalist ethos but with more glass and less bulky concrete
- Complex examples utilize sculptural balcony and building skin against a monochromatic shell to evoke modernity
  - Similar to Preston Tower using its curved design as focal point.

# Pared-Down Modernism

- Visual interest rooted in simplicity
- Deeply recessed balconies address neighborhood perception of looming and privacy loss



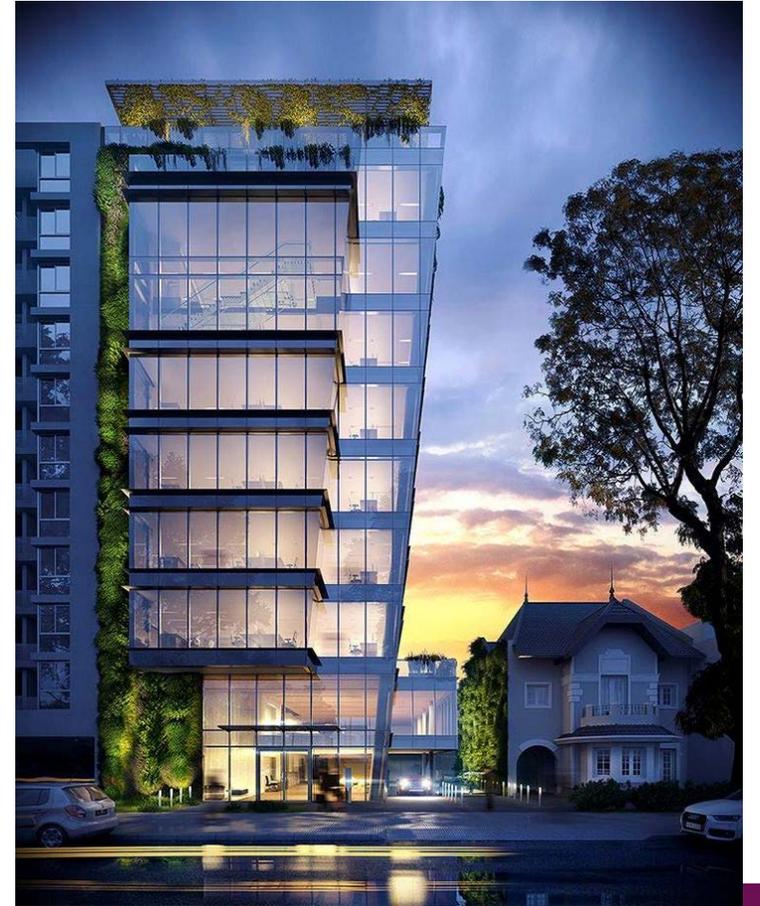
# More Pared-Down Modernism

- Both examples show how bold, but simple modern structures mix with neighborhoods
- Modern take on Mondrian and van der Rohe



# Angular Simplicity

- Angularity reclaims street-level footprint by gradual angling outwards
- Again, utterly modern simplicity is jarring compared to single-family neighbor, but not competitive. Pink Wall will have similar considerations



# Simple Elegance

- Solid, timeless exterior with understated impact
- Central and edge balconies are offset, affording more privacy.
- Slightly pyramidal balcony shape offers interest and view directionality



# Simple Simple

- Extreme façade simplicity maximizes timelessness and eliminates fussiness



# Highlighting Building Skeleton

- Simple with a mixture of elements makes units appear to float in a skeleton



# Throw-Forward



- George Dahl's signature GoldCrest on Turtle Creek reimagined for the 21<sup>st</sup> century



Deign Language

# Sculptural Skin

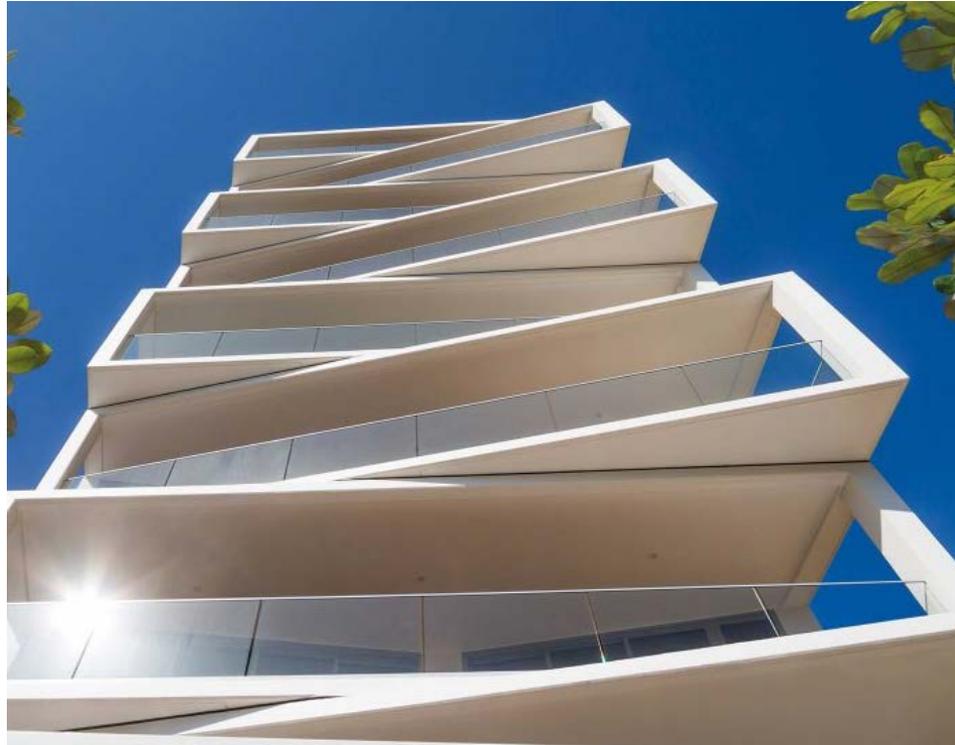
# Jeanne Gang South Beach Project

- Basic building core accented with seemingly random balcony spaces
- Major visual interest with minor investment
- Could be adapted to any building footprint



# Canted Balconies

- Offset balconies offer visual interest with minor focal point shifts
- Narrow design could easily be expanded to a wider structure

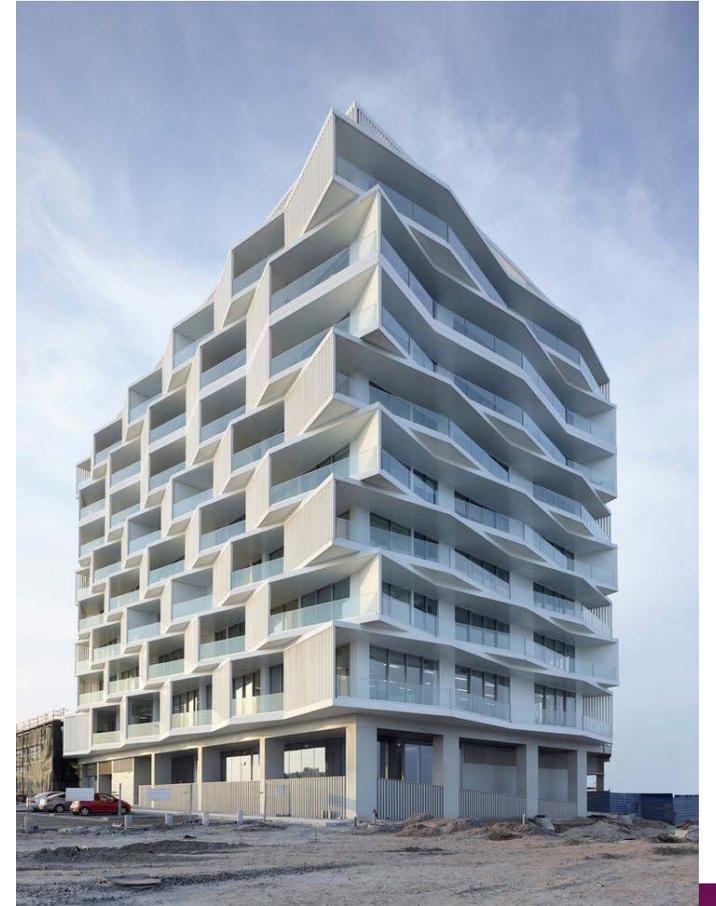


Aria by Brian Meyerson of Mhn Design Union



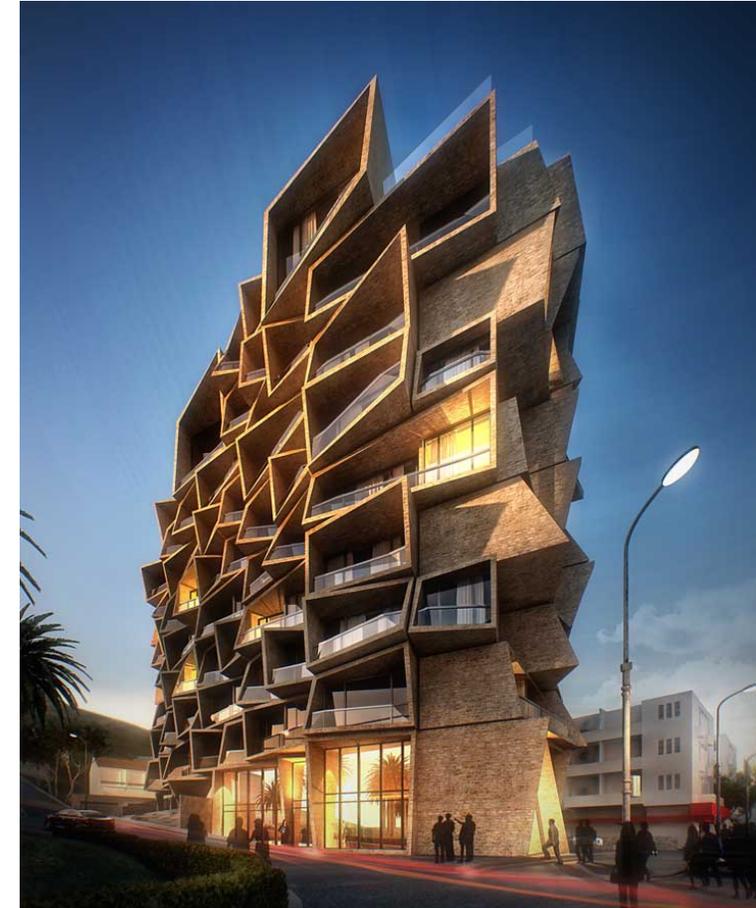
# Canted Balconies II

- This example shows what a more square form would look like
- For a non city-facing structure (e.g. Diplomat), northern views could be maximized from both the north and sides of the building.
- Deep recesses would mitigate the perception of peering into single-family homes



# Crazy Balconies

- Brick mid-rise with puzzle of differently-shaped balconies and view perspectives adds visual interest from exterior but also informs interior spaces
- After years of popularity, will go out of fashion (like Preston Tower) before being rediscovered.



Sanjay Puri Architects

# Structural Lattice

- Controversial lattice evokes the Preston Tower era of hip modernism
- Structural support component moves load to perimeter and minimizes interior columns



# Sense of Privacy

- Controversial exterior lattice married with offset floors creates visual interest and built-in terrace space that's inherently more private than linear balconies



# Green Space Component

- Expensive, curvaceous exterior marries contemporary modern with 1960s mod influences
- Too many interior columns interfere with flows
- Lot utilization allows for ground floor green space and makes building feel more part of landscape



Design Language

# Bad Design

# Multi-Family McMansions: What Constitutes Bad Design

- Cookie-cutter designs by draftsmen, not architects
  - Space maximization at the cost of longevity and neighborhood feel
- Current “bad design” uses cheap, lightweight construction materials; not built to last.
- Stucco boxes with small windows and poor outdoor spaces. “Design” bits glued on as afterthought
  - Often a corner, main entrance gets design flourish while remainder of structure is ignored for the “box”
- Just like good design...we all know bad design when we see it.

# Cheap Mixed Materials

- The belief that mixing cheap materials of different colors and textures makes a building “modern”.
  - In fact, it just covers blandness
- Afterthought outdoor spaces
- Designed to fill lot to capacity (cramming the most “butts in seats” architecture)



# Bland Box

- Sad, minimal glass produces bulky, unimaginative structure
- Poor outdoor space
- Zero lot line design
- Adds visual interest with paint instead of design



# Bland Box II

- Mixing stucco with painted and natural wood
- Cheap, poor quality windows
- Poor outdoor space
- Poor window coverage
- Everything done to the bare minimums



# “Trendy” Desperate to Appear Modern

- One leading corner of glass can't hide the rest of this box
- Stucco with slapped-on waves of “blandness camouflage”



# Tried and Failed

- Supposed to be a riff on older loft conversion buildings but it's just another box with bigger windows, and poor outdoor space
- Glass pushed to the front ignoring the sides
- Completely out of place in Pink Wall



# Tried and Failed II

- A couple of roofline canopies trying to evoke the Craftsman era can't hide the underlying stucco box with entry corner brick highlights



# 20-Year Sentence

- These buildings will fall into disrepair in 20 years and be torn down in 30
- Failed attempt to evoke a street scene with as little vibrancy as possible.
- If the dog didn't need a walk, it would be a ghost town



# Stack of Presents

- What may have been an interesting structure was cheapened by a palette of colors that blare the building's irregular shape.
- More glass, better quality building materials and a homogeneous exterior might have saved this project.



# Stack of Presents II

- Busy, busy, busy exterior detracts from the pure architecture
- Too many window types from architect who thinks more is more.
- Some interesting exterior spaces marred by everything else
- Zero lot line, leaves green space to others



# Hell NO

- No classical throwbacks to an era that was never part of this neighborhood
- Architecture meant to comfort



Tradition on Lovers Lane

# Hell NO High-Rise

- *“I know, let’s offset the windows like we’re laying bricks.”*
- The fake building to the right is a much better building



# Hell No High-Rise II

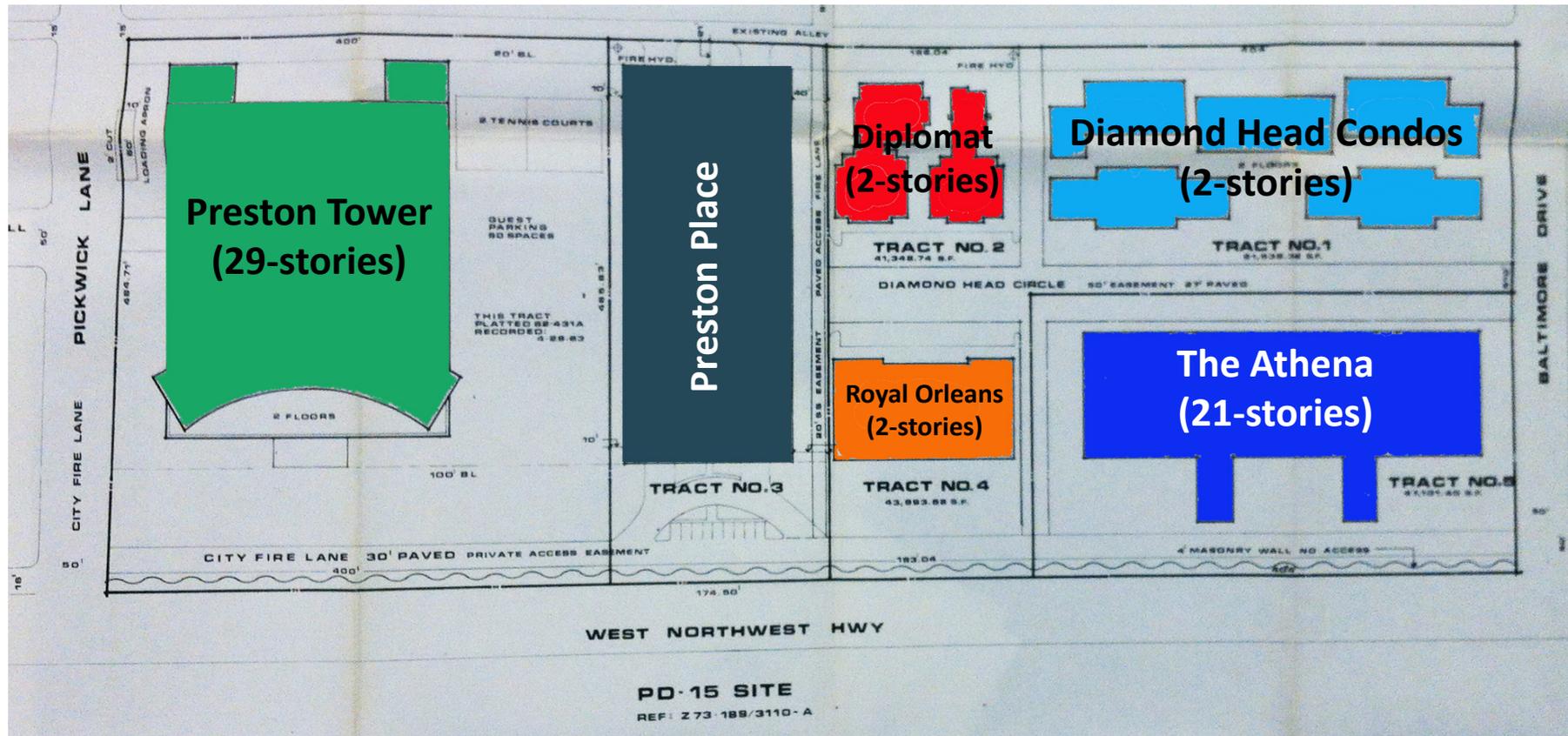
- Dallas' Plaza I & II
- Faux Mediterranean ill-suited to Pink Wall ethos
- Poorly constructed, odd floor plans, forced bay windows
- Cacophony of mismatched windows including penthouse Palladian arches



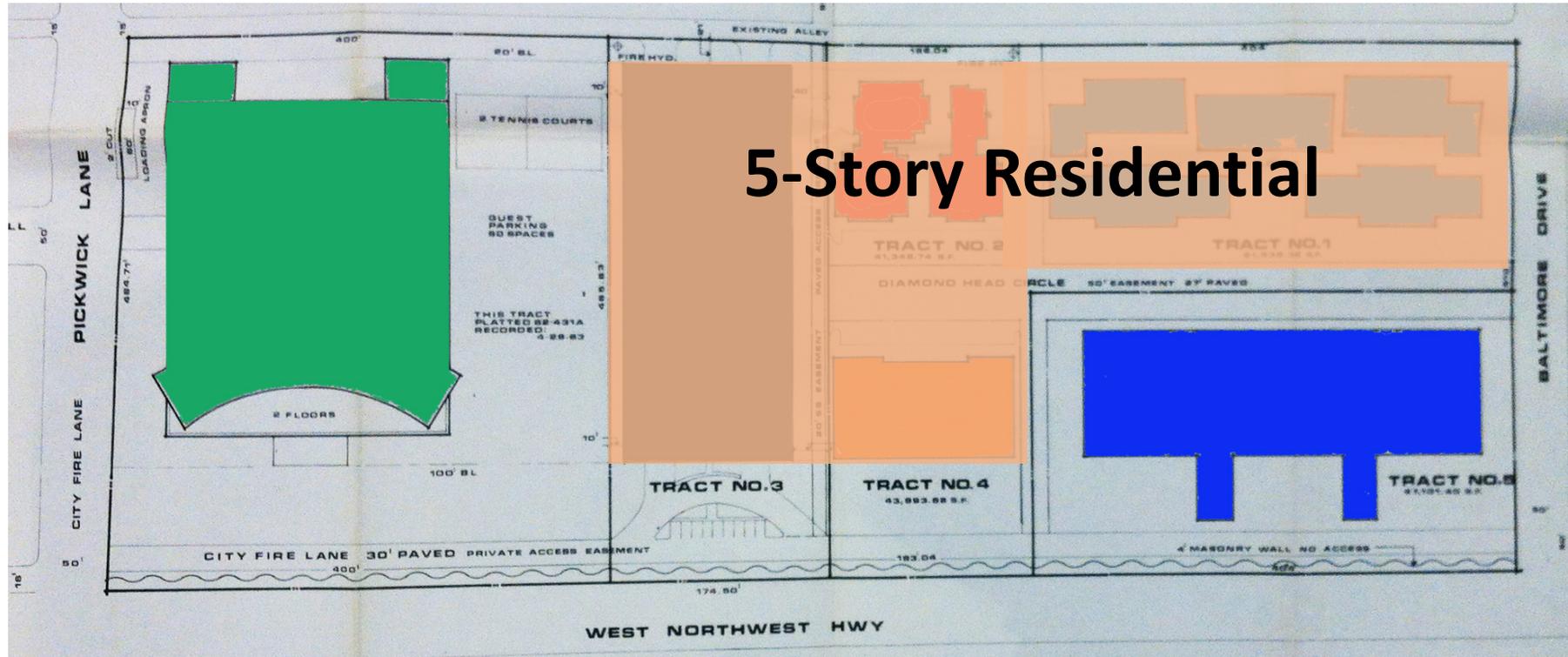
Western, Sunset Views

# Scenarios & Impacts

# PD-15 Today



# Current Task Force Recommendations



This scenario has the least impact on views. While recommended, it's by no means a guarantee. Complete 5-story coverage would equal 151 units that would be within current PD-15 density limits (52.4 units per acre).

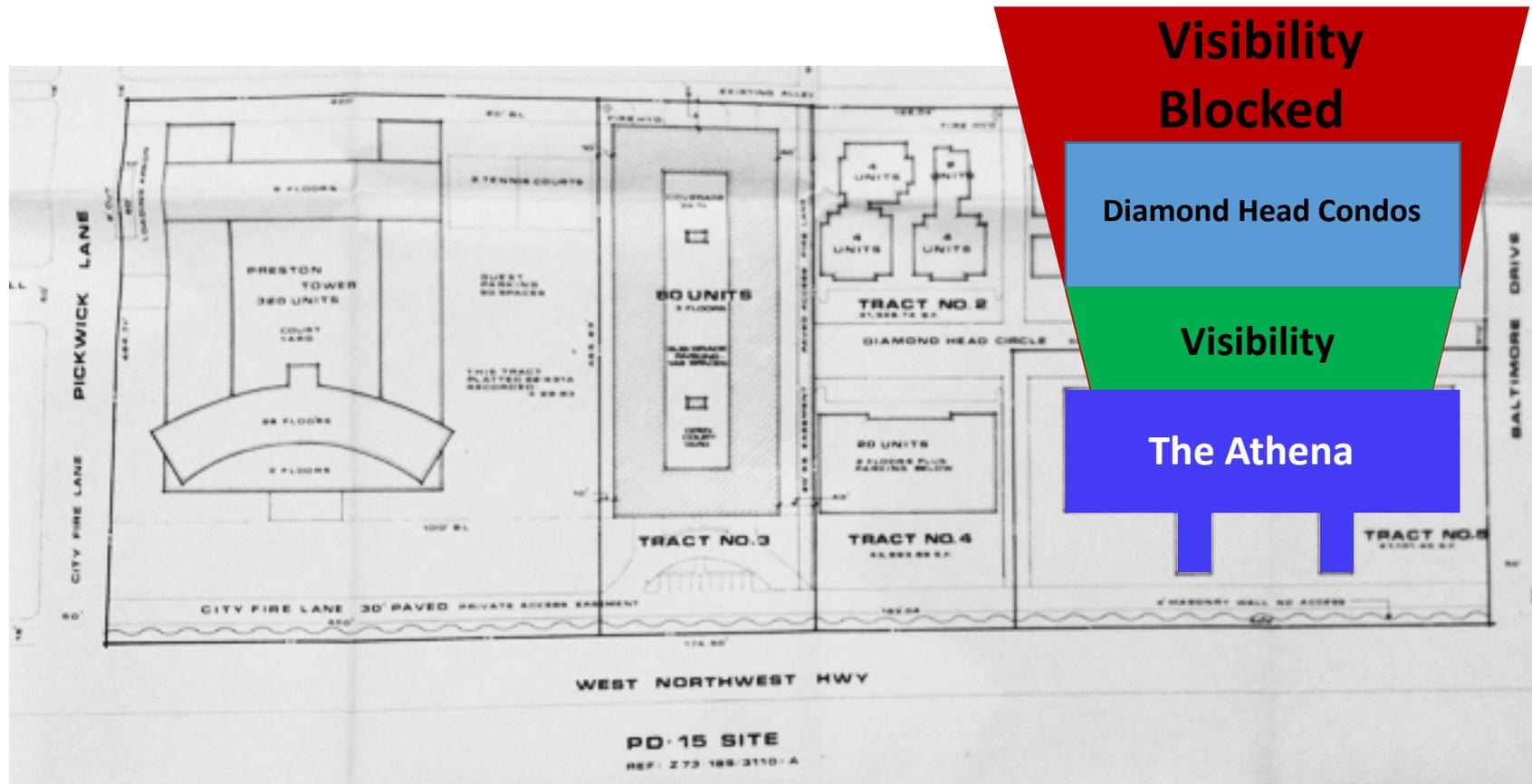
Western View Impacts

# Development Options

# Why Western Views

- The Athena is used as the origination point measuring view blockage because it will be affected most.
- Preston Tower's curved design pulls half of its north-facing units away from potential redevelopment.
- In the case of a third mid/high-rise aligning with Preston Tower and Athena, Preston Tower views would be almost completely unaffected.
  - The further north a taller building is located, the more view impact for all

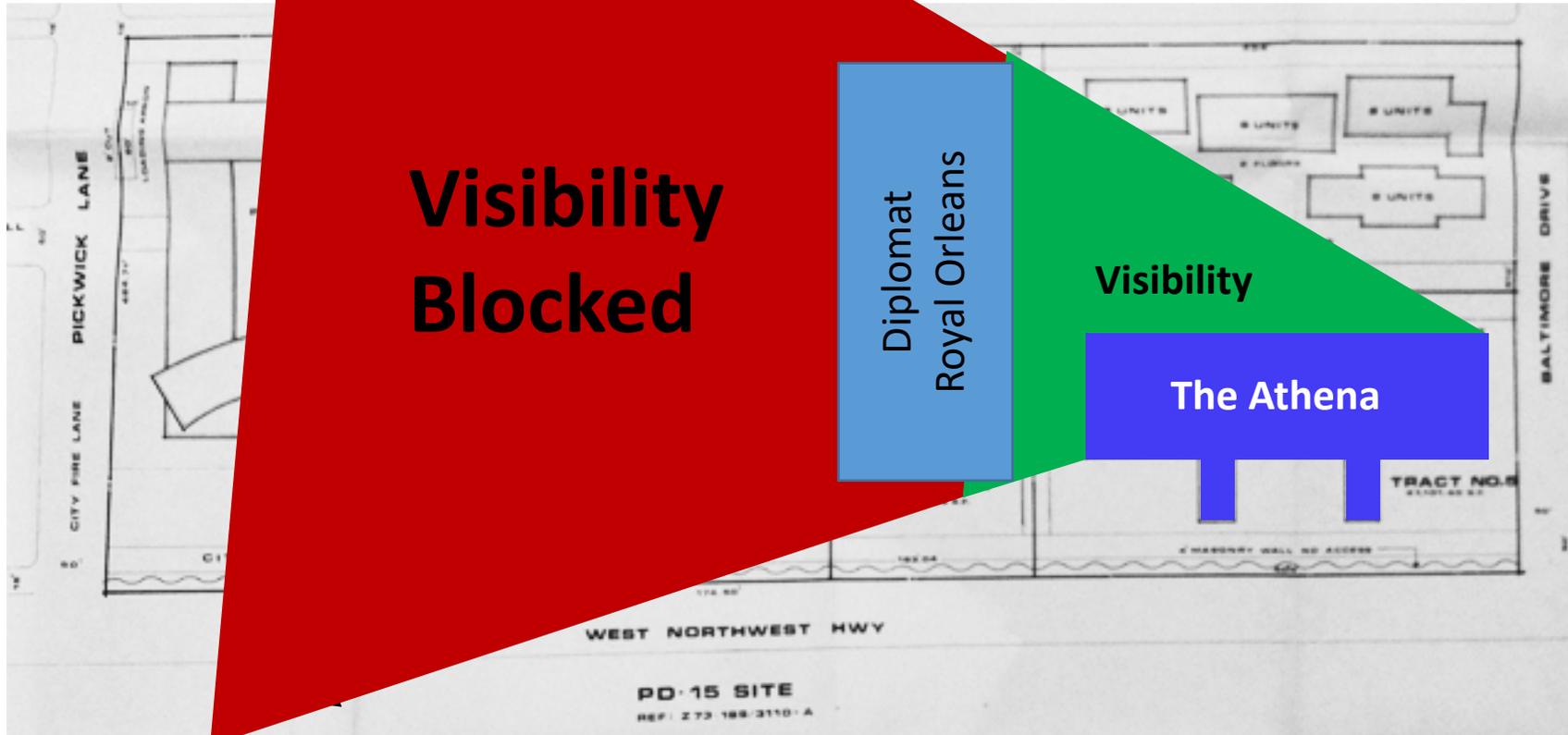
# DH Condos: Mid/High-Rise Visibility Impact



This scenario impairs our most valuable northern views. The higher any new building, the worse for Athena. Least likely, most damaging to Athena. Four/five-story max height.

\*Vertical visibility impacts are based on height of any new structure

# Diplomat/Royal Orleans Mid/High-Rise Visibility Impacts



**Visibility  
Blocked**

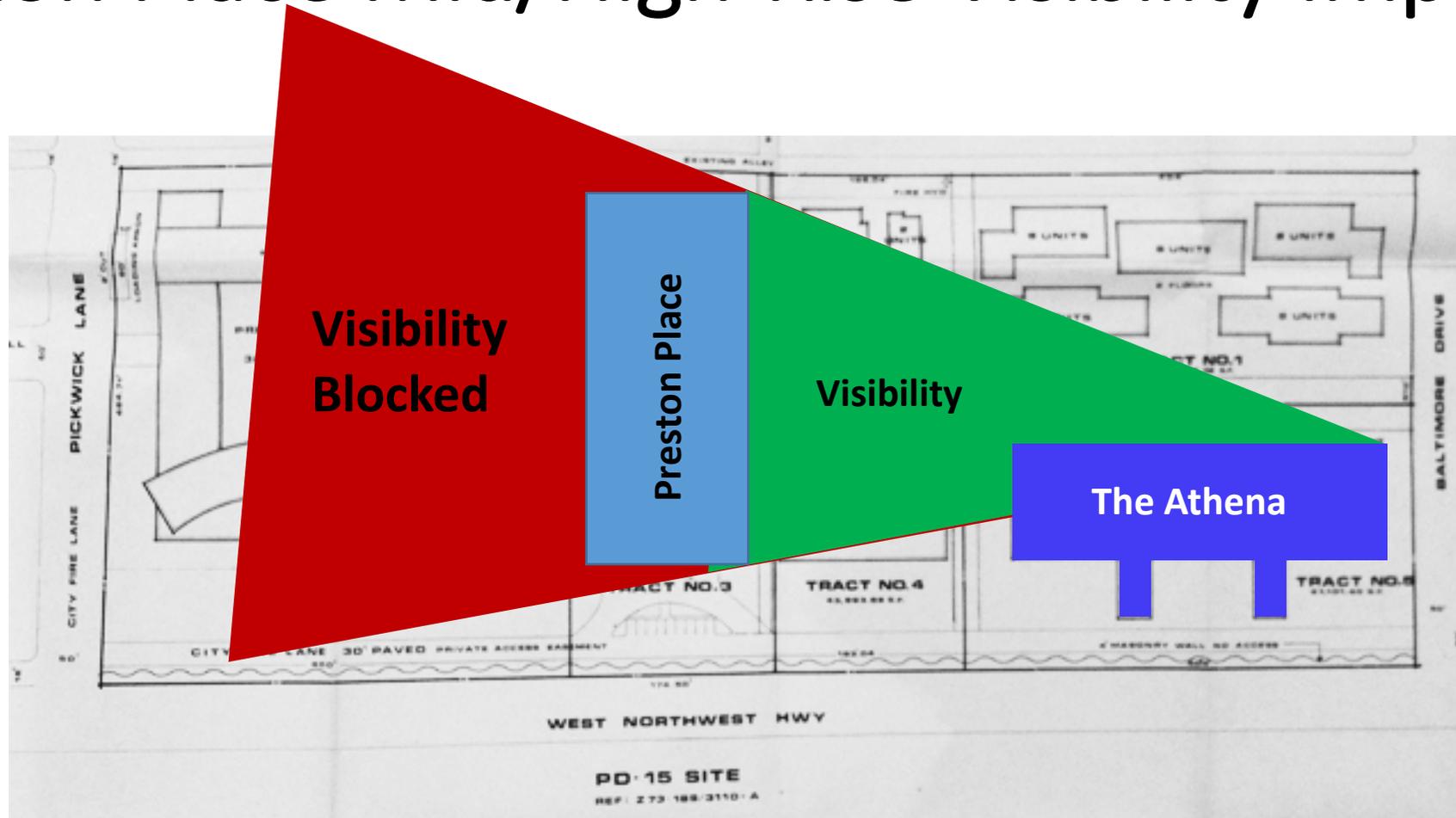
Diplomat  
Royal Orleans

Visibility

The Athena

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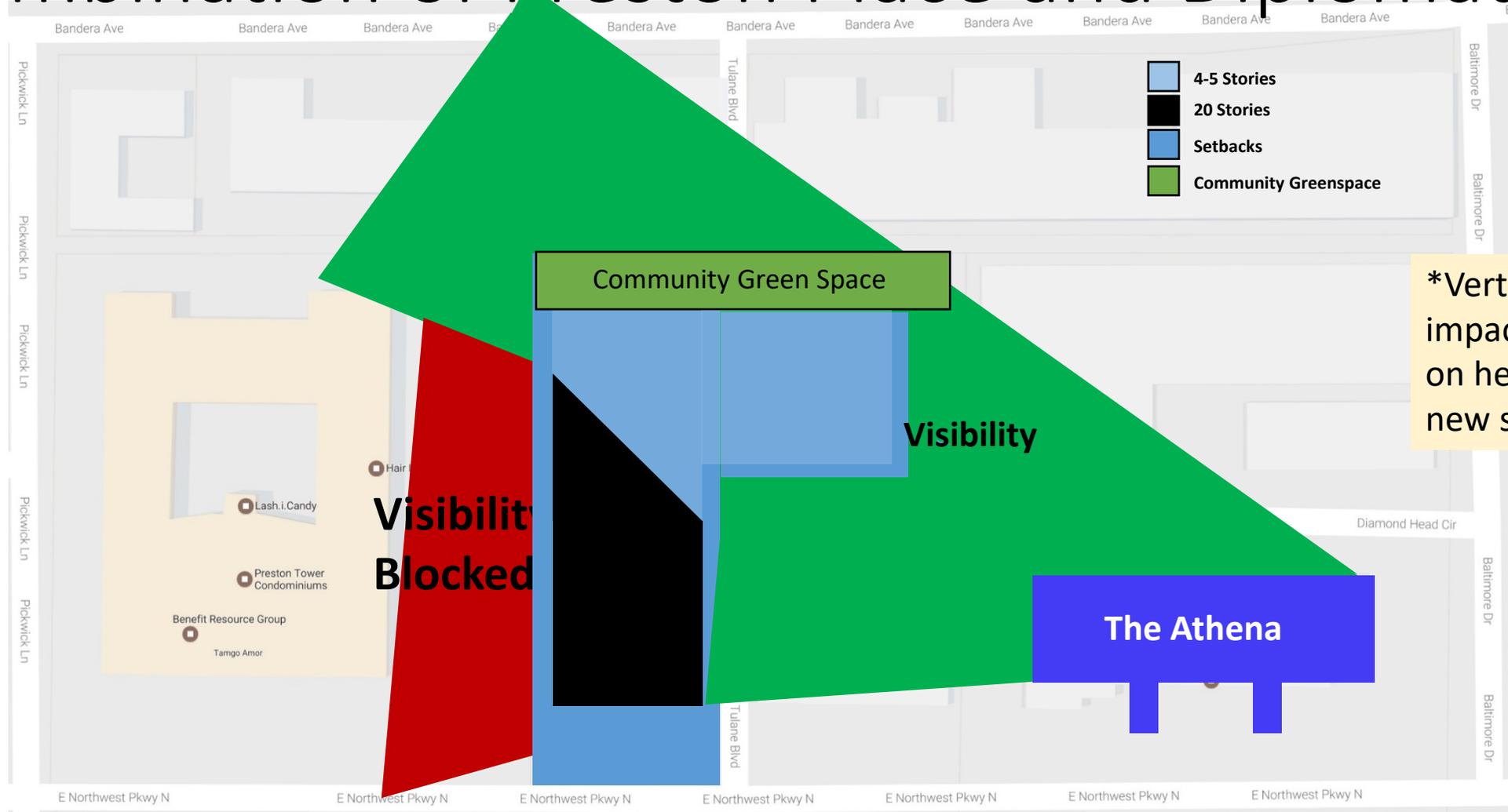
# Preston Place Mid/High-Rise Visibility Impacts



\*Vertical visibility impacts are based on height of any new structure

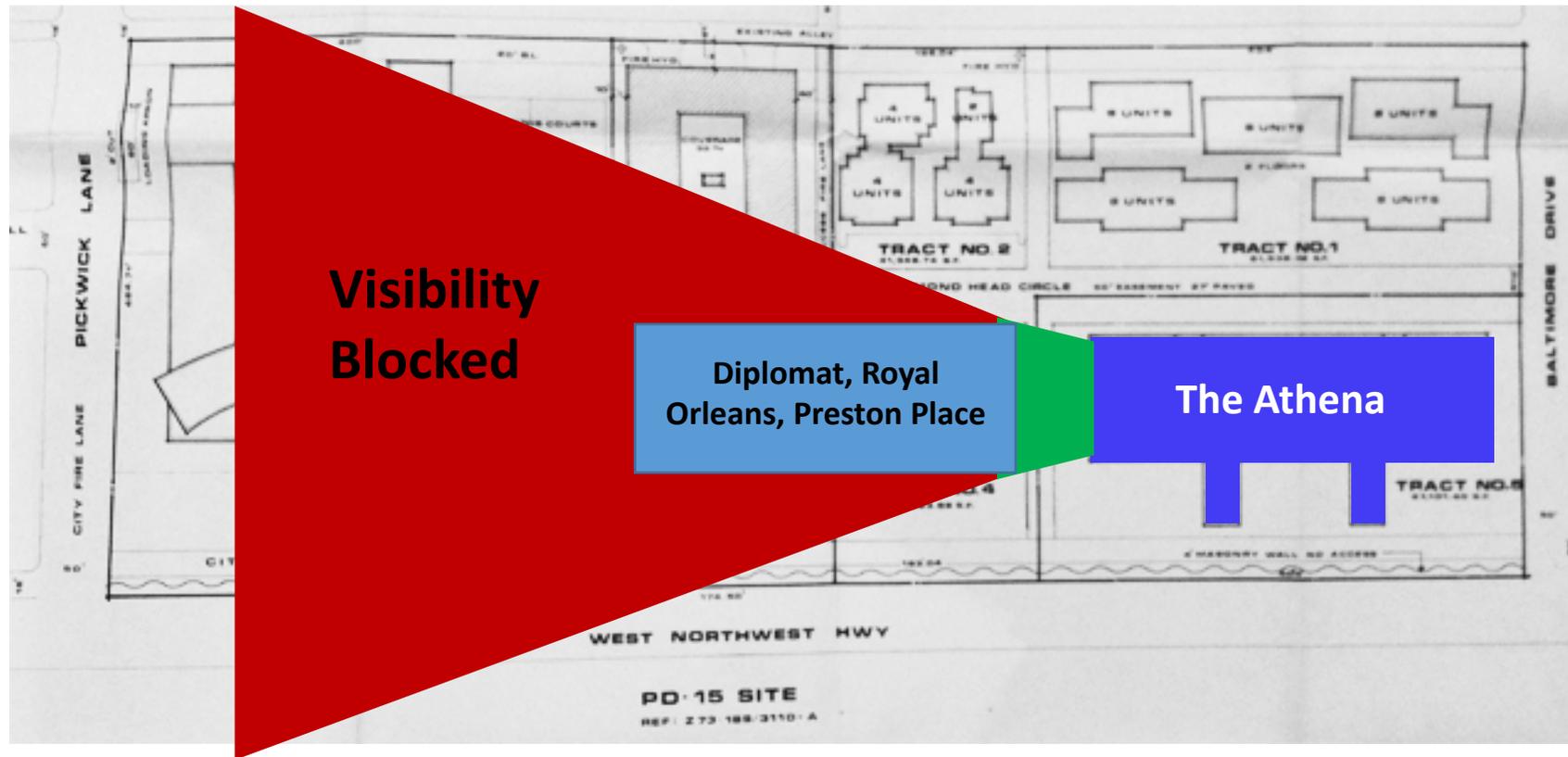
This scenario significantly reduces the amount and angle of visibility blocked. Distance also reduces claustrophobia of a closer structure.

# Combination of Preston Place and Diplomat



This scenario further reduces the amount and angle of visibility blocked. Provides sunset alley.

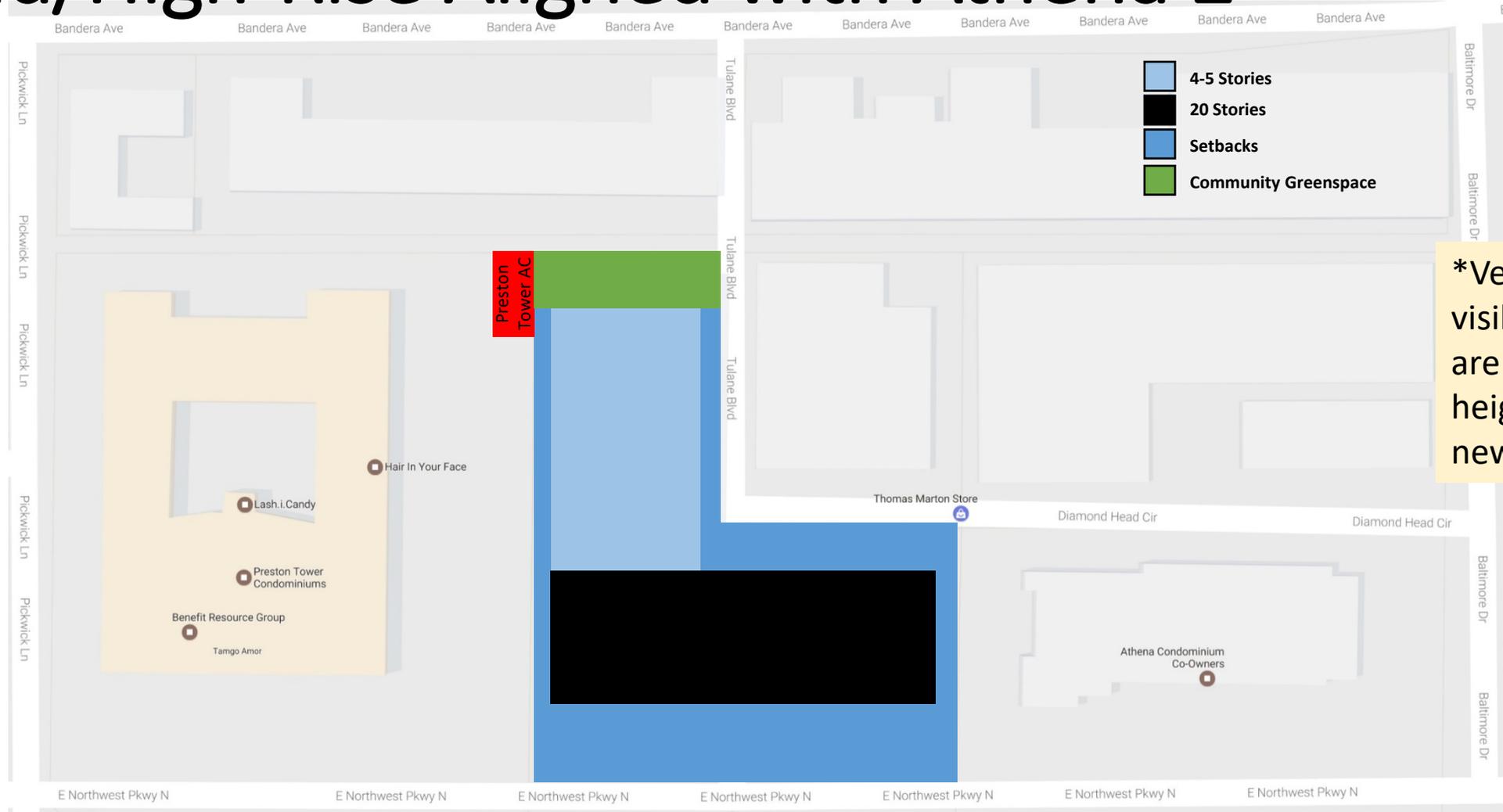
# Mid/High-Rise Aligned with Athena 1



\*Vertical visibility impacts are based on height of any new structure

Mid/high-rise aligned with Athena produces least view blockage because would only affect Athena x11/x12 end units' guest bedroom windows. Largely invisible to Preston Tower residents.

# Mid/High-Rise Aligned with Athena 2



\*Vertical visibility impacts are based on height of any new structure

Mid/high-rise aligned with Athena produces least view blockage because would only affect Athena x11/x12 end units' guest bedroom windows. Largely invisible to Preston Tower residents. Lower northern lot coverage retains tower's sunrise/sunset alley seen in other scenarios.



# End

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