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Apartment tower in the works for high-profile Dallas Arts District block

By STEVE BROWN REAL ESTATE EDITOR STEVEBROWN@DALLASNEWS.COM

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Developers will build a 39-story residential tower on one of the last vacant sites in the downtown Dallas Arts District.

The project at Flora and Olive streets is right next door to the Museum Tower and a block south of Klyde Warren Park.

The development will have 370 luxury apartments, 39 artists lofts and about 12,000 square feet of ground-floor retail space on the one-acre site between the Nasher Sculpture Center and the Meyerson Symphony Center.

"It's a dense, urban project," said Dallas architect Graham Greene, one of the partners in the project. "We took our inspiration from what has been done in New York, Los Angeles and San Francisco in their downtowns."

"It helps complete the Arts District — we have storefront retail all along Flora," Greene said. "It adds a population of 400 to 500 residents, which is huge."

Greene is teaming up with apartment developer ZOM Holdings USA, La Reunion Texas, a local nonprofit, and METROarts Properties Ltd. to build the Atelier/Flora Lofts project on land he has owned since 1995.

The property, now a parking lot, has long been considered one of the most desirable development sites in the Arts District.

Florida-based ZOM has already built one high-rise in Dallas — the 20-story Mondrian at Cityplace — and has apartment towers to its credit in Austin, Miami and Orlando.

"Graham Greene talked to a lot of different developers about bringing someone in to co-develop this site," said ZOM senior vice president David Kubin. "We were in a little bit of a competition based on who would come up with the best design to complement the Arts District."

"We anticipate we will start construction in the fourth quarter of this year," Kubin said. "It will be a 24- to 28-month build out."

Greene had originally planned on constructing his artists lofts project in a six-story building on Flora. A tower was planned as a future phase.

"Instead of doing it in two phases, we are doing it all at once," Greene said. "Doing it all in one phase makes for a better-looking building."

Designed by Boston-based architect Add Inc., the thin tower will sit on top of the six-story loft and retail building.

"They have come up with a design that is classic modern; it isn't trying to be a superstar," Greene said. "It fits well with the contemporary architecture in the Arts District."

"We've gone to a great deal of trouble to not reflect on our neighbors and set the building back to open the views," he said. "It's a wedge shape that fits very nicely with the other towers — Trammell Crow Center and Museum Tower."

Unlike Museum Tower, which has a reflective glass skin that has been the source of a long-running controversy, the Atelier/Flora Lofts building has a masonry exterior with inset balconies. Much of the glass is recessed into the face of the building.

"It's more than 100 feet shorter than Museum Tower," Kubin said. "We've tried to minimize the impact on the neighbors from sun glare and shadow."

"We've oriented the building in such a way to reflect sun away from the Nasher."

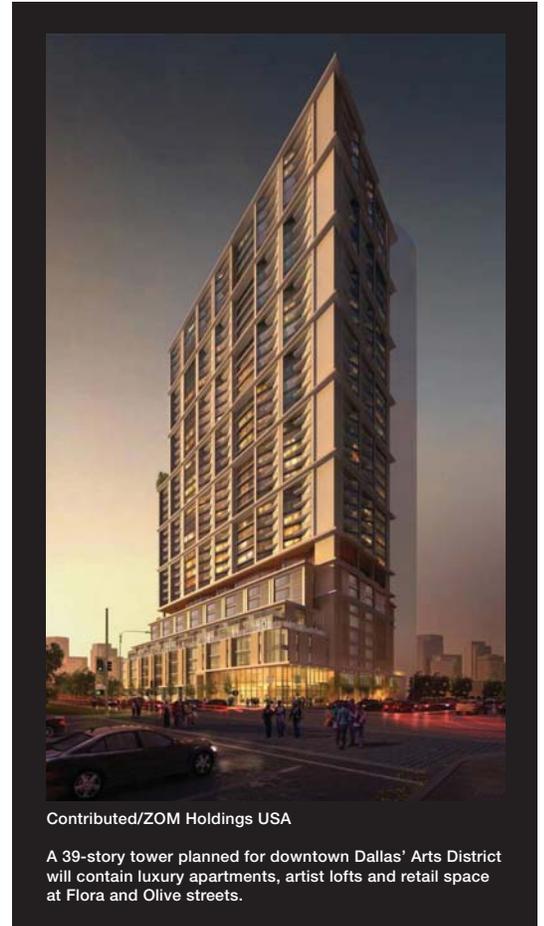
The Atelier/Flora Lofts is one of a handful of high-rise residential buildings on the way in the area around Klyde Warren Park.

Trammell Crow Co. and MetLife have announced a 32-story residential tower to be constructed as part of their Park District project at Klyde Warren Park and Pearl Street.

StreetLights Residential is building a 23-story apartment tower about three blocks away near Maple and McKinney avenues.

Atlanta-based developer Novare Group just opened a 24-story rental residential tower on Woodall Rogers Freeway just west of the park.

At least three apartment towers are also being considered in the 75-acre Victory Park project on the northwest corner of downtown.



Contributed/ZOM Holdings USA

A 39-story tower planned for downtown Dallas' Arts District will contain luxury apartments, artist lofts and retail space at Flora and Olive streets.

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