



FOSTERING COMMUNITY THROUGH QUALITY RETAIL EXPERIENCES



Driven by a growing demand for more satisfying community experiences, DMSAS is transforming underutilized urban cores and burgeoning suburban retail centers around the country into axes for vibrant community life. It's an enduring exercise of the power of thoughtful master planning and architectural design to deliver a destination experience that features walkable environments, inviting streetscapes, human-scaled buildings, and genuine centers for commerce and community gathering.

We're seeing the success of our approach in Fort Worth's Sundance Square, where a new development centered on a public plaza breaks ground this month. The plaza will be the primary public outdoor gathering space in downtown Fort Worth and one of the most significant public outdoor gathering spaces in the entire region. The design of this space addresses and expresses the shared cultural values and aspirations of the Fort Worth community and responds to a demand for community space that can host both large events and intimate day-to-day gatherings. Two new buildings with ground-level retail and office space above will bookend this urban centerpiece that will become an amenity, both functionally and aesthetically, for the entire surrounding Sundance Square. Adjacent to this site, the Cassidy Building will not only accommodate the region's high demand for office space and urban apartment living, but will feature a retail streetscape on three streets to serve the neighborhood that also includes Sanger Lofts, Sundance West, the Chase Bank Building and other popular Sundance Square destinations designed by DMSAS.



Equally pedestrian-oriented retail experiences can be found in [Southlake Town Square](#) in a rapidly growing part of north-central Texas. Our Master Plan from the 1990s sought to foster both a sense of community and a vibrant Main Street experience – an inviting place for pedestrians that was still easily accessible by car. Based on timeless planning principles that could nonetheless accommodate dynamic growth, DMSAS fashioned a roadmap for change that today boasts 555,000 square feet of retail and restaurant use, 26,000 square feet of office space, 250 hotel rooms, and Southlake's first completed phase of single-family residential – all modeled on the modified grid plan of the traditional American “Main Street.” Southlake continues to prosper and DMSAS is

currently working on the planning and design of future phases.

Not far away, in Garland, Texas, the open environment of Firewheel Town Center reflects evolving attitudes about retail complexes with a pedestrian-sensitive design in a suburban setting. This 775,000 square foot town center created an important new focal point for development within the City of Garland and the northeast region of the Dallas-Fort Worth metropolitan area. Firewheel's generous awnings and shaded promenades invite the walking shopper to stroll through an experience that pays tribute to the rich and varied architectural styles of the late 19th and early 20th centuries.

In Las Vegas, where the car – along with chance – is king, a similar challenge has been met to bring new pedestrian life to the Strip with a new kind of oasis for this desert city. Across from Caesars Palace, David M. Schwarz Architects has designed a new street of retail, dining and entertainment venues anchored by a 550' diameter observation wheel. Evocative of a warehouse district that has been treated to adaptive re-use, the street's mythology reaches back the founding days of Las Vegas – the pre-automobile days when two- and three-story buildings sprang up around a train stop. Site work for the project is currently underway, with the [May 1 implosion of O'Sheas](#) Parking Garage serving as the latest milestone in the construction process.



Finally, we're delighted to be planning the retail portion of a premier transit-oriented community in the metropolitan Washington, D.C., neighborhood of Gaithersburg, Maryland. On one of the last remaining large developable parcels in Montgomery County, the 320,000 square foot Crown Farm will draw on influences from a traditional American downtown. The first phase, known as [Downtown Crown](#), will be designed to knit together a network of pedestrian-sensitive streets, parks, and public spaces with a commercial centerpiece fashioned in timeless building materials and varied building heights. Our work begins to take shape in construction later this year.

Information on these and other DMSAS retail and planning projects can be found on our [website](#).

## THE SMITH CENTER OPENS TO RAVE REVIEWS



## PROJECT UPDATES

**DMSAS Awarded City Center Project in Alpharetta**  
DMSAS, teamed with Atlanta-based Smallwood Reynolds



The Smith Center for the Performing Arts officially opened Saturday, March 10, 2012. The Gala opening, produced by George and Michael Stevens (of Kennedy Center Honors fame), is scheduled to air on PBS as a 2-hour special this coming Summer or early Fall. Professional photographs by Steve Hall at Hedrich Blessing are now posted to our website.

Several DMSAS design team members attended the Hard Hat Concert, headlined by country singer Randy Travis, the previous weekend, and enjoyed seeing the completed building in action and full of guests.

The opening night gala featured Bela Fleck who noted that "if [The Smith Center] is anything like Schermerhorn, you guys are going to love it. It has improved the quality of life in Nashville."

Open only a few months, The Smith Center is already garnering raves from critics and performers alike. In April, the world-renowned Cleveland Orchestra played at The Smith Center and Gary Hanson, the Orchestra's Executive Director, noted that "overall, I think it's [DMSAS's] best concert hall yet. The acoustics are terrific. Franz [Welser-Möst] and I both feel it's the best new hall in the country in a long, long time."

The Smith Center Campus, consisting of Reynolds Hall, the Boman Pavilion, Symphony Park, the Discovery Children's Museum, and a shared outdoor courtyard, is now open to the people of Las Vegas. Considered a model for Public-Private ventures, The Smith Center project demonstrates what a determined group of residents can achieve for their community and the arts. For your next trip to Las Vegas, you can now enjoy sometime off The Strip for performance at one of The Smith Center's venues. If you can't make it to a show, the building's public spaces can also be toured during the day.

## EMPLOYEE SPOTLIGHT: ASSOCIATE LISA GARCIA



### Why did you become an architect?

My Dad designed and built our home and as I grew up I came to realize how unique and special this really was, especially after visiting friends that lived in the exact same homes. I also found that beautifully designed buildings moved me, and understanding that architecture is capable of making people's lives more comfortable and enjoyable really appealed to me.

### Where did you study architecture and what was the most important thing you learned there?

I received my Bachelor of Architecture from the University of Notre Dame, where emphasis is placed on Classical traditions. Having a strong background in these formal principles has made it possible for me to easily recognize correct proportions, hierarchy, and balance of forms – regardless of Style – which is a great

Stewart and Stewart, was awarded the master plan commission for City Center and design commission for City Hall in Alpharetta, Georgia in April. The 22-acre master planning phase of the project kicked off immediately with formal presentations to City Council scheduled for mid-June. The design of City Hall begins in June with construction planned for early 2013.



### 13th & U Street Project Restarts

We have resumed design work on a building for JBG at 13th & U Streets in northwest Washington, DC. Previously presented as a boutique hotel, the project is now a 138-unit apartment building with ground floor retail. Designed for LEED Silver certification, the project is currently going through the public approvals process prior to a formal PUD submission later this year.



### CCMC Highlights New NICU Facility in YouTube Video

Cook Children's Medical Center has featured its recently opened state-of-the-art Neonatal Intensive Care Unit (NICU) in a [YouTube video](#) that highlights the building and patient stories. The NICU facility has more than 100 private rooms that are specifically designed so parents can comfortably stay with their babies around-the-clock, while receiving the





asset here at DMSAS where we reference such a broad range of architectural aesthetics when designing.

**What's your favorite thing about being an architect?**

I love that architecture is the perfect mixture of art and problem solving.

**How long have you worked for David M. Schwarz Architects?**

Seven and a half years.

**What distinguishes you in the firm?**

Because I've done quite a bit of interiors work, I'm often asked my opinion on a paint color, fabric options, or for a quick reference on companies when someone is searching for the right furniture piece.

**What was your favorite firm project?**

It's been gratifying to see the Smith Center for the Performing Arts completed, and not just because it's exciting to see a design built, but because everyone I've met that will use the building is thrilled with the results.

**What are your "must have" office supplies?**

An architectural scale and white correction tape!

**What's your favorite building of all time and why?**

The Chrysler Building has so many great qualities – the mixture of pattern and texture in materials, its iconic form, and the use of beautifully detailed iconography throughout the building – it's pretty hard to beat.

**Words you live by or favorite quote?**

Work Hard and Be Nice to People.

**If we were casting DMSAS the movie who would play you?**

I hope it's a musical and I'm played by Zooey Deschanel!

## FAMILY NEWS

**2012 Summer Fellows Announced**

We are proud to announce our 2012 DMSAS Summer Fellows:

**Amy Kessler, Yale University Masters of Architecture Candidate**

Studying European Modernism in the Rural South: Roland Wank and the Tennessee Valley Authority

**Mark Elliot, University of Maryland Masters of Architecture Candidate**

Studying the architectural expression of public spaces rebuilt from the ashes of war-ravaged cities in Germany, Austria and the Czech Republic

**Joel VanderWeele, University of Notre Dame Masters of Architecture Candidate**

Studying traditional Dutch architecture and urbanism in Leiden, Gouda, Delft, Haarlem and Zierikzee

**Julian Murphy, University of Notre Dame Bachelor of Architecture Candidate**

Studying the relationship of Franco Stell's design for Berlin's Humboldt Forum to the historic city center

Each Fellowship includes a 10-week paid internship at DMSAS and a stipend for independent research and travel during the summer of 2012. This year marks the 13th consecutive award of the Fellowship which began at Yale and Notre Dame in 2000 and expanded to Maryland in 2007. The Fellowships, along with a the Good Times Award given to a graduating senior at Yale School of Architecture, have been awarded to 51 students to date.



**Conversations on Architecture Featured in Architect Magazine**

Our YouTube project *Conversations on Architecture*

highest level of care. DMSAS partnered with FKP Architects and Linbeck for the design and construction of the facility.



**Three New Buildings Break Ground in Downtown Fort Worth**

On Wednesday May 9th, Sundance Square and the City of Fort Worth marked the ground breaking for three new DMSAS-designed buildings in the city's historic core. Each of the three Class A office buildings will feature ground floor retail space and one will include a floor of luxury penthouse apartments with outdoor terraces and floor to ceiling glass walls. "The addition of office, retail and residential space to Sundance Square in this economy emphasizes the success of the development and the strength of the business environment in downtown Fort Worth," said Johnny Campbell, president and CEO of Sundance Square. DMSAS has been the master planner for Sundance Square since 1988 and has designed more than a dozen buildings in and around Fort Worth.



**Orioles Clubhouse Opens for 2012 Spring Training**

After a successful inaugural season at the newly renovated Ed Smith Stadium last spring, the Baltimore Orioles went to work on converting their clubhouse into the state-of-the-art Baseball Operations Center. Opened for the 2012 Spring Training season, the



was featured in the January 2012 issue of *Architect Magazine*. We continue to upload new conversations and hope you will join the conversation too. Please send in questions you would like to see answered or even post your own responses. Check out these and other videos on the [DMSAS Channel](#).

#### **Principal Craig Williams serves as Palladio Juror**

In early February, Craig Williams spent the day in the Manhattan offices of the Institute for Classical Architecture & Art serving with seven others as a juror for the 2012 Palladio Awards. The jurors reviewed residential, commercial, institutional and public project entries submitted in 11 categories. The Palladio Awards honors outstanding achievement in traditional design by recognizing work that "enhances the beauty and humane qualities of the built environment through creative interpretation or adaptation of design principles developed through 2,500 years of the Western architectural tradition." For information on the 2012 Palladio Award winners, please visit their [website](#).

#### **David Schwarz Participates in Retail Panel at ULI Washington Conference**

On Tuesday, April 17 at the annual Urban Land Institute Washington Real Estate Trends Conference in Washington, DC, David Schwarz joined Grant Ehat (Principal, JBG Rosenfeld) and Michael Ewing (Principal, Williams Jackson Ewing) for a panel moderated by Janis Schiff (Partner, Holland & Knight). The panel, entitled "Retailing for the New Consumer: Finding the Right Fit," explored the evolution and future of retail real estate in America. A recap of the discussion can be found on the ULI Washington [website](#).



#### **DMSAS Hosts Design in Action Intern**

DMSAS recently participated in the first Design in Action Mentoring Program organized by the Washington Architectural Foundation and AIA DC. The program pairs DC high school students who show an interest and aptitude for architecture with accomplished design professionals for a one-week unpaid internship. Alex Cox, a senior at Phelps ACE High School in Northeast DC, shadowed project teams in various design phases. He assisted in the preparation of presentation drawings for a client meeting, built a study model for the Gaillard Center, and practiced his rendering skills with marker and pencil.

expanded 43,000 square foot facility is about one and a half times the size of the existing structure and adds a new training room with three hydrotherapy pools, a new dedicated weight room with glass garage doors opening onto the practice fields, a full-service cafeteria with outdoor seating, two open locker rooms and media work and conference areas. The renovated second floor provides additional office and conference space for the Orioles' front office.



#### **New Tarrant County Jail Opens in May**

A new 200,000 SF, five-story jail designed by DMSAS will open this month in downtown Fort Worth. The facility provides needed expansion space for the existing high-rise jail across the street. The new jail connects to the existing facility via both skybridge and underground tunnel and will accommodate high security detention units for both male and female inmates. The building, which marks the western edge of the precinct of County facilities, is designed for LEED Certification.

## **CONTACT**

#### **Dear Readers,**

We welcome your feedback and comments to our newsletter. Submissions can be sent to [newsletter@dmsas.com](mailto:newsletter@dmsas.com) for potential inclusion in our next edition!

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