

# LIVING



LUXURY LIVING REDEFINED

## Uptown Oaks at The Hallmark

PERKINS —  
EASTMAN

# Experience authentic elegance in the neighborhood

BRAZOS PRESBYTERIAN HOMES, INC. | HOUSTON, TX

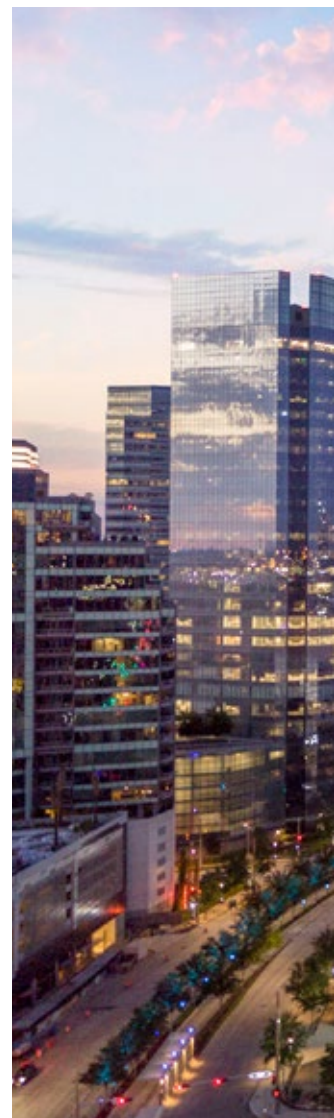
In the Heart of Uptown—Uptown Oaks at The Hallmark offers an elevated, modern lifestyle for today's active adult. Central to outstanding urban experiences and the charming Uptown Oaks neighborhood, residents are proximate to five-star dining, the finest in retail shopping, and world-class hotels. This downtown neighborhood also offers easy access to the theatre district, Texas Medical Center, and major sporting venues.

## **An Urban Oasis—a moment of tranquility in the heart of the city**

A luxury residential addition to The Hallmark campus, Uptown Oaks is a modern 35-story tower with 113 apartments and lifestyle- and wellness-focused amenities—a missing element in a community operating since 1963. Owner and operator of The Hallmark community, Brazos Presbyterian Homes envisioned an architecturally significant building that would enhance the skyline and the neighborhood, while expanding their market reach with contemporary residences for the new consumer.

The Uptown Oaks neighborhood is charming and vibrant with a retail complex of designer boutiques and national retailers and a year-round ice rink known as The Galleria area. Nearby Uptown Park offers an open-air mall with specialty food and fashion shops, as well as chic restaurants serving French, Thai, and Japanese cuisines. The adjacent residential community of River Oaks features stately homes built in the 1920s that Houston's prominent residents call home.

Imagine the possibilities of living a healthy, vibrant lifestyle within this setting and the Oasis Wellness Spa at your fingertips. This resort-style wellness center features an outdoor pool terrace with cabanas and lush landscape and views of downtown Houston and the Uptown neighborhood. A distinctive indoor/outdoor restaurant, state-of-the-art fitness center, and a full-service salon and spa await residents and their guests.







SIZE  
482,315 sf (44,809 sm)

DESIGN SERVICES  
Planning, Architecture

CONSTRUCTION  
New Construction

PROJECT FEATURES  
Residential Living, Hospitality-  
and Wellness-Inspired Amenities,  
Shaded Outdoor Courtyards

SUSTAINABILITY FEATURES  
Reduced glare and heat gain  
within the apartments; natural  
light-filled residences

Utilizing simple strategies of lifting, interlocking, and juxtaposing pieces to unify the additions with the existing structure, a new amenity form slips underneath the existing building and new tower, connecting them and creating a new signature front door for the campus.





This resort-style wellness center features an outdoor pool terrace with cabanas and lush landscape and views of downtown Houston and the Uptown neighborhood.







## Creating a strong sense of community and enhancing connection to nature

Integrating existing design elements into the expansion unifies the overall development. The forms of the expansion slip seamlessly under existing and new structures, establishing a new marquee main entrance for the campus, while creating spaces for resident connection. Taking cues from components of the existing facade, the design reinterprets those elements into a modern crystalline tower and brick podium that is integral to The Hallmark's new identity.

The design aims to celebrate the surrounding landscape. The Hallmark campus is home to a series of mature oak trees—including a 120-year-old tree named Big Al—that are part of the campus ecosystem. The new buildings' site design along with the existing structures, creates three central park-like courtyards that provide views from all directions on the campus. These courtyards are organizing features of The Hallmark campus and offer rich outdoor environments and serene spaces for connection, exploration, and respite from the community's urban setting.

In a hot, humid climate like Houston's, it is important to understand the influence of solar gains on the building facade and exterior spaces. The team explored facade studies aimed at reducing glare and heavy heat gain inside apartments, so the building facades perform at a high level for the older adult resident who is living at Uptown Oaks. Its facade responds to solar impact and glare by incorporating solid panels that are akin to the existing Hallmark facade. They also researched the scale of exterior courts and discovered that small-scale spaces shaded by buildings provide much better resident comfort, making the outdoor experience more enjoyable.

## The design challenge

A limited site and desire for a cohesive campus is a common challenge in expanding a community in urban areas. Both the client and our design team recognized the challenge and, prior to realizing a final design solution, we conducted a master planning process to see that placement of any existing buildings would be consistent with a future campus vision for growth. Providing easy accessible spaces where all residents could join together for connection and social activities was a primary goal for Brazos and Perkins Eastman.

The Uptown Oaks tower, located at the southwest corner of this site, soars over 395 feet. The building offers 25 levels of residential living over a five-story parking podium. A two-story connector links the new tower with the existing Hallmark Heritage and Legacy buildings at the ground level. The connector creates a hospitality-inspired environment for amenity spaces from culinary to fitness and spa offerings. Specific amenities include an art studio, theater, dining venues, yoga studio, 19th hole and putting green, and pool deck with views of Houston.



## Exterior form and facade articulation

The building utilizes simple strategies of lifting and interlocking, juxtaposing new and old pieces of the campus in an effort to unify the additions with the existing structure. A new amenity form slips underneath the existing Hallmark building and new Uptown Oaks tower, connecting the buildings at grade and creating a new signature front door for the campus. The kitchen and dining venues stack behind and above the main entry, at the heart of the campus, and are flanked by courtyards that serve as interior sanctuaries within the community.

The existing Heritage building was designed in 1964. Its vertical punched windows set in Norman brick create a prominent rhythm along its north and south facades. Uptown Oaks pays homage to its neighbor by revisiting the vertical facade expression and the banding on the tower skin along with a modern interpretation of the brick material on its podium.

## Arrival experience

Shared by pedestrians, cars, and landscape, the design creates a new arrival experience to the campus for guests and residents. More than an entry, it represents the new identity of The Hallmark campus. The second story glass cantilever structure connects the existing Heritage building to Uptown Oaks while sheltering guests and residents from the elements.

## The residences

The design team extensively deliberated the tower's new form and its impact on the apartments it houses. The final design offers a taller, thinner square tower that provides an outside corner for the large majority of residences and limits the number of apartments on each floor. By placing apartments on the outside corners, the floor plans benefit from increased daylighting on at least two perimeter walls. The end result is natural light-filled residences with panoramic views of downtown Houston and surrounding neighborhoods. To capture the essence of luxury and privacy, each floor houses three to five apartments, reducing the number of neighbors and corridor traffic. This also reduces walking distances for residents, as each apartment is within mere feet of the elevators.

## Summary

Through extensive planning, discussion, and collaboration, Uptown Oaks offers the future consumer a luxury residence where the possibilities are endless for an exciting urban experience combined with a supportive environment and a place of peaceful respite among the honored shade trees of The Hallmark.







By placing apartments on the outside corners, the floor plans benefit from increased daylighting on at least two perimeter walls. The end result is natural light-filled residences with panoramic views of the neighborhood and downtown Houston.







## CONTACT INFORMATION



### **Brian Devlin**

PRINCIPAL

+1 214 755 3235

[b.devlin@perkinseastman.com](mailto:b.devlin@perkinseastman.com)



### **Joe Hassel** NCIDQ

PRINCIPAL, PRACTICE CO-LEADER

+1 312 927 8316

[j.hassel@perkinseastman.com](mailto:j.hassel@perkinseastman.com)



**PERKINS —  
EASTMAN**  
*Human by Design*

[www.perkinseastman.com](http://www.perkinseastman.com)