



ERIC LAIGNEL

The New 2811 Maple

It seems like an optical illusion: The new 2811 Maple may be the tallest residential tower in Uptown Dallas, yet it feels intimate. That's because the high-rise has the fewest number of units that Crescent Real Estate LLC has ever fitted into a residential building.

The lobby of the 177-unit, 31-story tower reveals that this is more indie movie than exploding summer blockbuster. Interior designer Kelie Mayfield of Houston's MaRS Culture has created a serene space wrapped in subtle color, punctuated by carefully considered art. As we walk through the lobby with Crescent managing director of development Joseph Pitchford, he sees Mayfield's touch in almost every step.

Richard Keating, the skyline-shaping architect who helped define how people think of Houston and Dallas, attacked this project with equal zeal. He pushed Crescent leadership to allow him to design the amenity-level pool deck as well, something that would not normally fall under a lead architect's duties. "I can't think of another superstar architect the caliber of Richard Keating who would do that," Pitchford says.

Keating wanted to create a tower that

By Chris Baldwin

With the newly opened **2811 Maple** — the **tallest residential high-rise** in Uptown Dallas — architect **Richard Keating** and interior designer **Kelie Mayfield** have pushed conventional limits to create a more **intimate** kind of **vertical living**. Crescent Real Estate has raised the sky-high bar in the Dallas neighborhood that it's fostered for more than **30 years**.

Above: The lobby of 2811 Maple.

Right: 2811 Maple entrance.

stretched boundaries, so he merged indoors and out on the second-floor amenities level. Paths encourage strolls around the entire length of the level, with private gardens and poolside retreats along the way. After all, views are not all that define a high-rise. More than 60 percent of the residences are corner units. And, below the penthouse levels, there are only four to seven units per floor.

When a resident reaches their floor, their personalized key FOB will pass one door at most before reaching their own. This is how you make the tallest high-rise in the neighborhood feel like a real home. "Privacy is part of the luxury component," Pitchford says.

And, yes, these are apartments for rent, rather than condos for sale. Blurring the line between what's for sale and for rent is something

Keating has seen for years in America's most cosmopolitan cities. Monthly rents range from \$4,200 to \$19,500 for a showcase penthouse, with Bosch appliances, Italian cabinetry, and closets large enough to make Carrie Bradshaw swoon. The high-rise takes advantage of Crescent's partnership with Canyon Ranch, the wellness retreat experts, with the Canyon Ranch team consulting on every piece of equipment in 2811 Maple's ultra-modern gym to make sure it complements how people want to approach wellness today. The limestone exterior of 2811 Maple stretches up to its long windows and extra-wide balconies and it looks distinctive in the Uptown Dallas skyline — particularly when it's lit at night. "In Dallas, there are nice luxury towers," Pitchford says. "But it's time for the next level." *2811 Maple, 888.548.2811, 2811maple.com.*



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