

## Applicable Urban Design Priorities that Project Should Achieve

- [1] Careful consideration should be given on treatment of the service access drive, entry, and facade to ensure prioritization of the pedestrian and activity on Commerce Street. The project site offers opportunities to activate the public realm at different scales. Specific attention should be given to each of these components and their relationships to one another to ensure design responses appropriately integrate the project into the surrounding urban core while also enhancing the pedestrian experience.
- [2] Reconfigured hotel operations along Commerce and expanded outdoor dining options on Akard should allow for sidewalk, amenity, and guest drop-off enhancements while strengthening pedestrian access, comfort, and activation. Coordinate improvements and the various uses in the public realm in a way that adds to the vitality, attractiveness, and function of this site.
- [3] Consider how building restoration, with particular attention to new ground-floor uses, the building's addition, and treatment of the rear of the building facade can enhance the pedestrian environment along Akard and Commerce Streets and the public experience on Pegasus Plaza. The project site offers opportunities to enhance activation of the public realm at different scales along each adjacency. Specific attention to each of these relationships and appropriate urban responses are important considerations to integrate the project with the surrounding active uses.

## Policy References

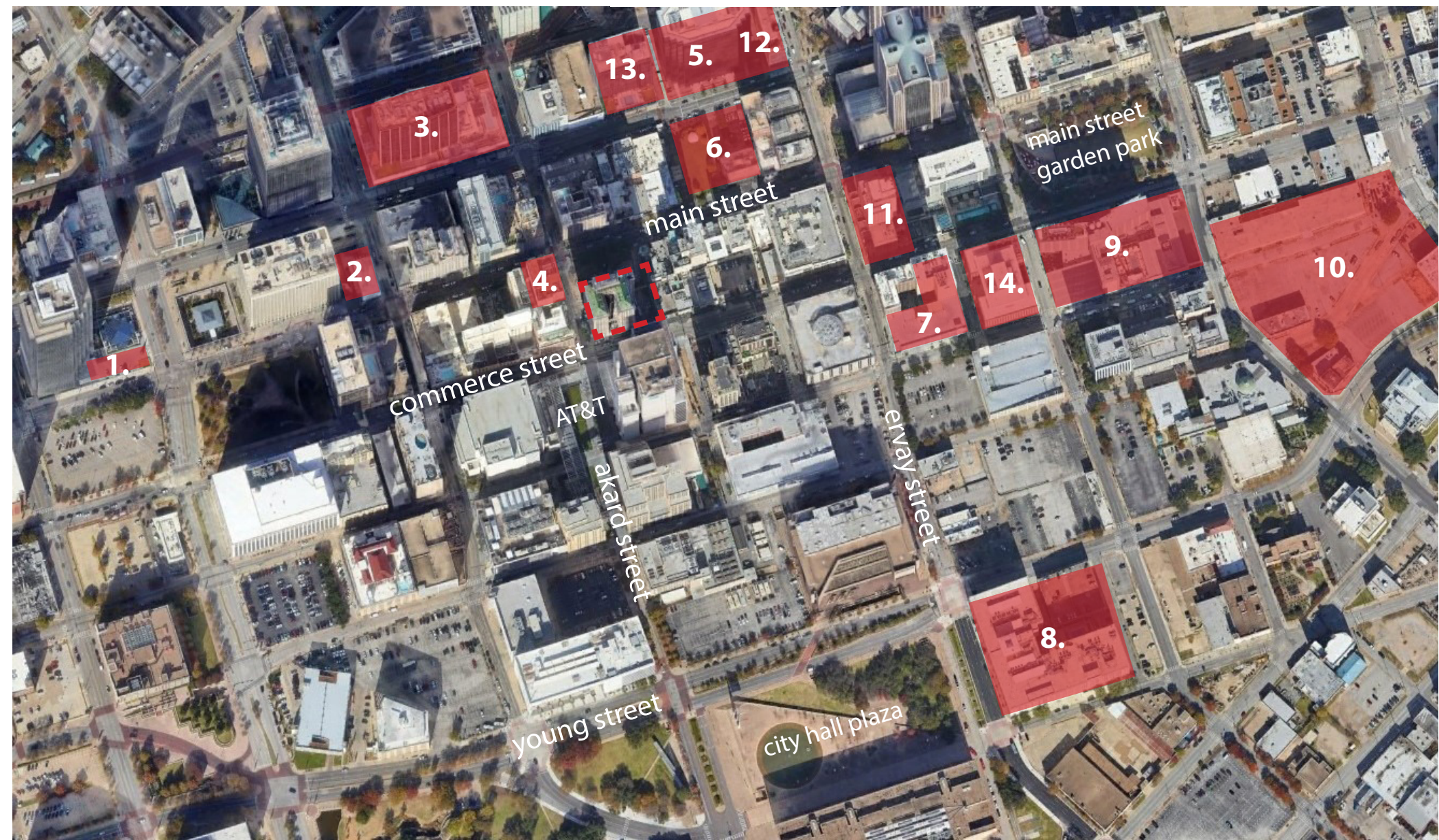
Forward Dallas!  
Section 5 [Urban Design Element]

TIF Urban Design Guidelines  
Part III, Part IV [Downtown Connection]

The 360 Plan  
Chapter IV [Transformative Strategies]

## Previously Approved UDPRP Projects

- |                        |                                 |
|------------------------|---------------------------------|
| 1. BofA Plaza          | 8. Butler Building              |
| 2. 1217 Main           | 9. The Statler                  |
| 3. The Drever 1401 Elm | 10. Harwood Park                |
| 4. Adolphus Tower      | 11. Mercantile Place Activation |
| 5. Thanksgiving Tower  | 12. LTV Tower                   |
| 6. Forty Five Ten      | 13. 211 Ervay                   |
| 7. 1712 Commerce       | 14. Continental Building        |



## Context Description

1401 Commerce, currently housing the Magnolia Hotel, was built in 1922 as the headquarters of the Magnolia Petroleum Company in an accomplished Renaissance revival expression and listed on the National Register of Historic Places in 1974 and a designated Dallas Landmark in 1997. It's located at the northeast corner of the intersection of Akard and Commerce.

The scope of work includes public realm enhancements consisting of an outdoor dining deck on Akard, streetscape enhancements on Commerce and a 3 story addition on the east side of the building. Key considerations include retaining the historic character of the existing building, activating the street with new ground floor uses, enhancing walkability at the sidewalk, visually improving the Pegasus Plaza facing facade, and design of the proposed ballroom addition that adds to the vitality of the Commerce Street.

1401 Commerce

Neighborhood:  
Downtown

TIF District  
Downtown Connection

Program:  
Hotel Renovation and Addition



# MAGNOLIA HOTEL

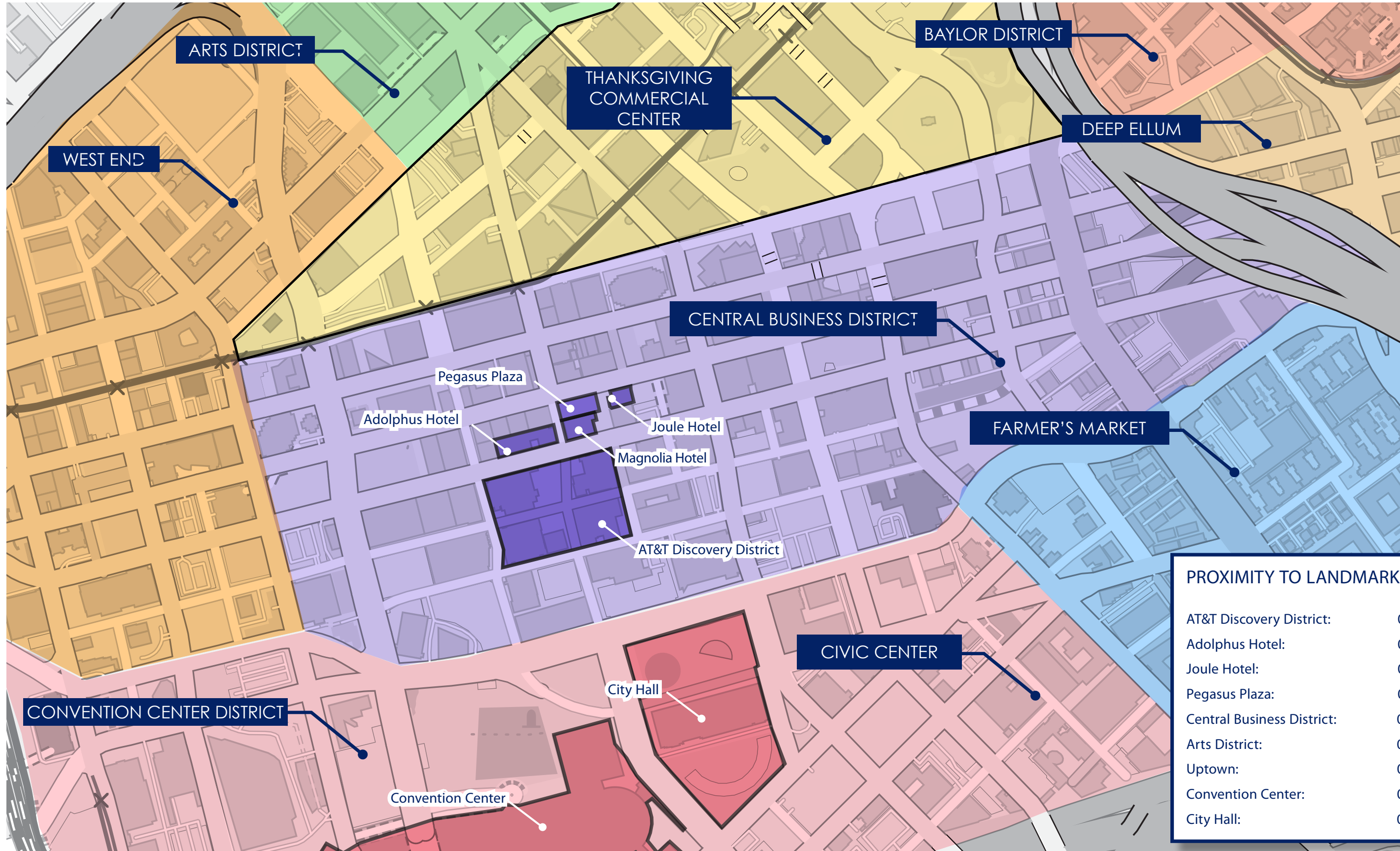
UDPRP

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DECEMBER 15, 2023

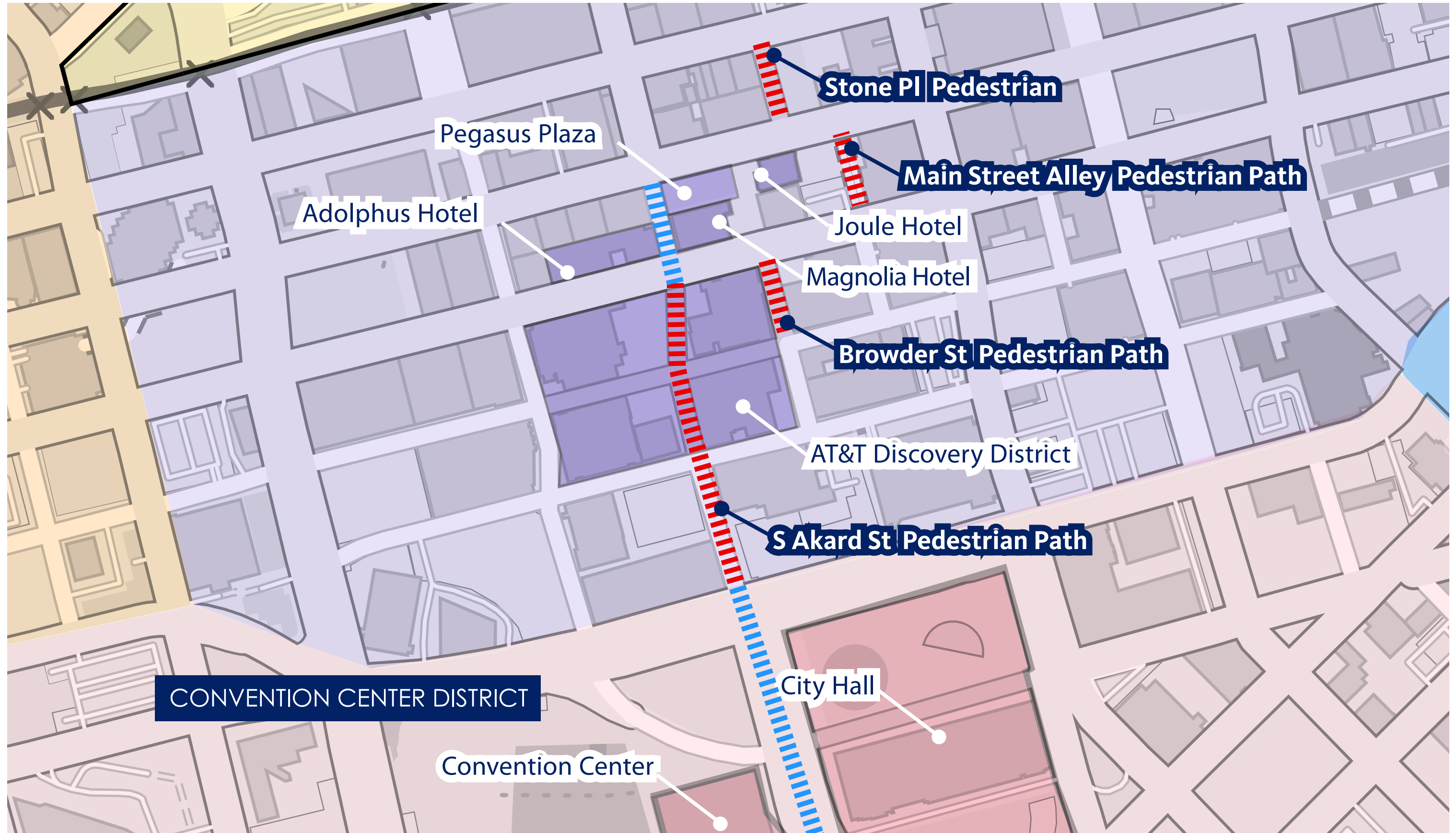
NEWCREST IMAGE | GENSLER | GABELLINI SHEPPARD | SWA

# ILLUSTRATED SITE PLAN

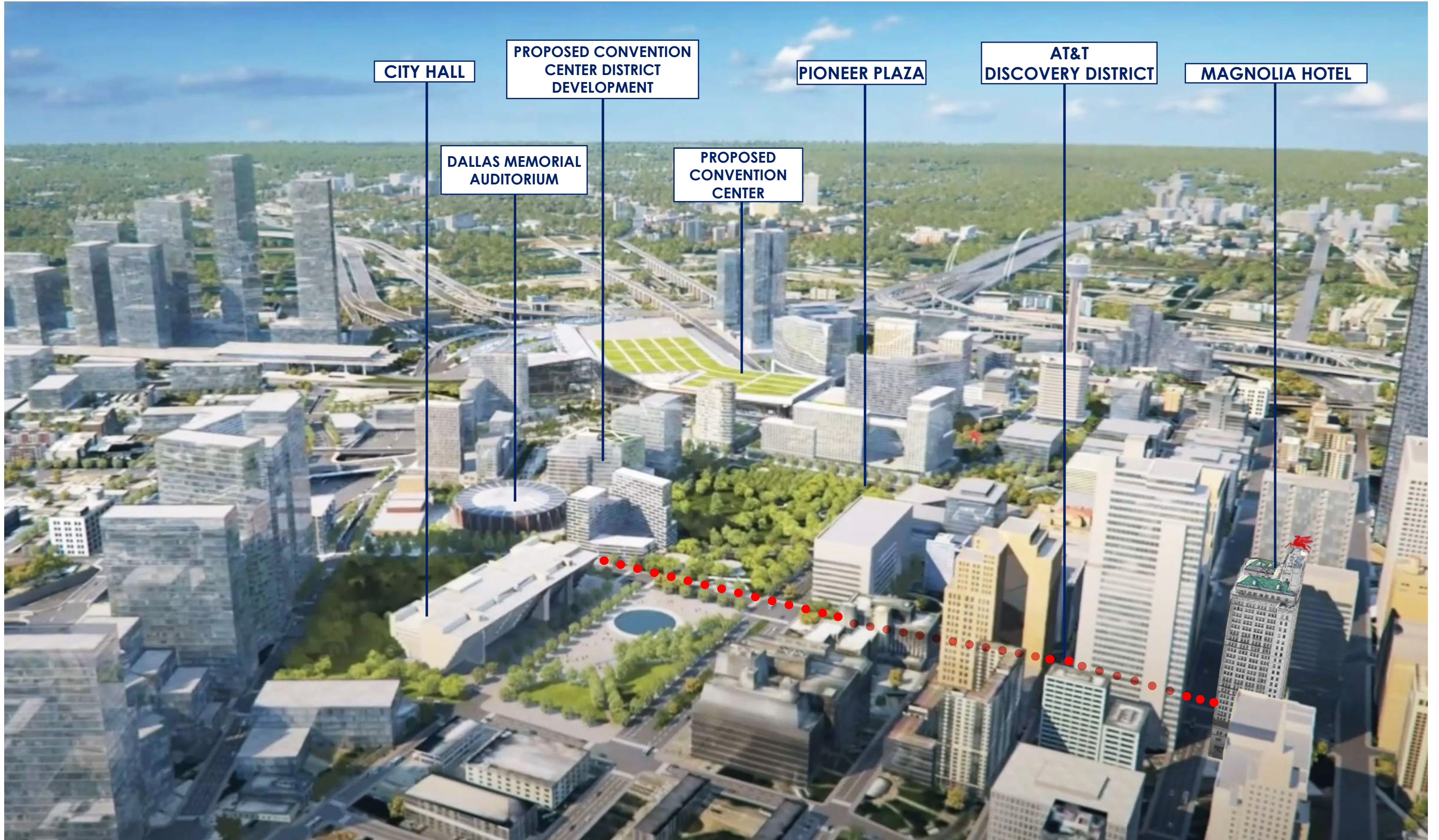


PROXIMITY TO LANDMARKS	
AT&T Discovery District:	0.1 mi
Adolphus Hotel:	0.1 mi
Joule Hotel:	0.1 mi
Pegasus Plaza:	0.1 mi
Central Business District:	0.0 mi
Arts District:	0.4 mi
Uptown:	0.9 mi
Convention Center:	0.9 mi
City Hall:	0.7 mi

# MAJOR PEDESTRIAN CONNECTORS



# FUTURE DEVELOPMENT



# AKARD STREET CANYON



VIEW FROM AKARD LOOKING SOUTH



VIEW FROM COMMERCE LOOKING NORTH

# BRIEF HISTORY OF THE MAGNOLIA PETROLEUM BUILDING



1920

Rendering prior to construction



1921

Basement excavation



1922

Completion



1934

Magnolia Petroleum becomes Mobil Oil. Pegasus added to rooftop. HVAC 'mini-wing' added to east facade



1950's

Elevator modernization



1958

Granite 'modernization' at Podium facade



1977

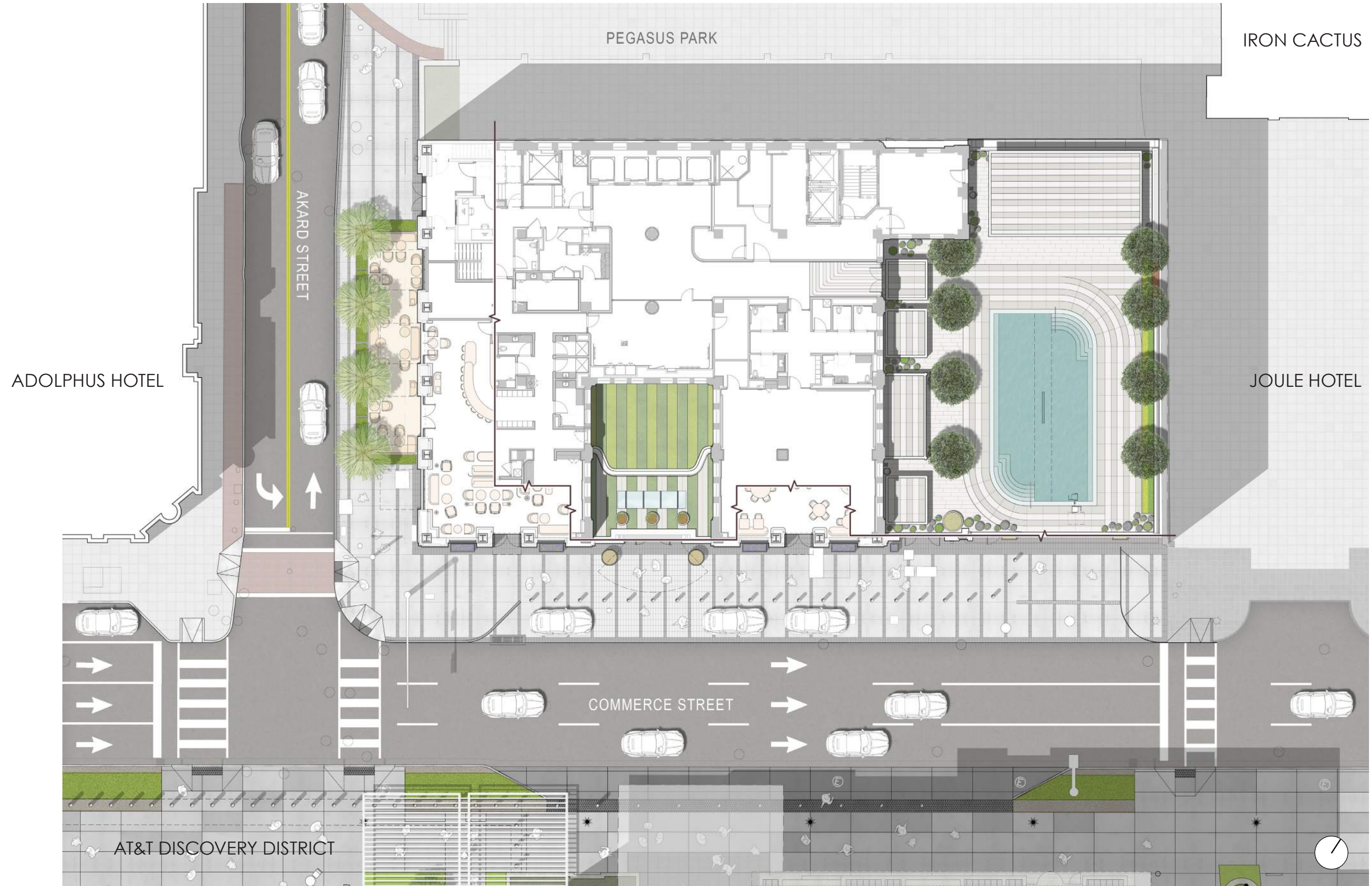
Mobil Oil donates Magnolia Building to the City of Dallas; Registered as a Landmark and becomes a "First Priority" to the City



1998

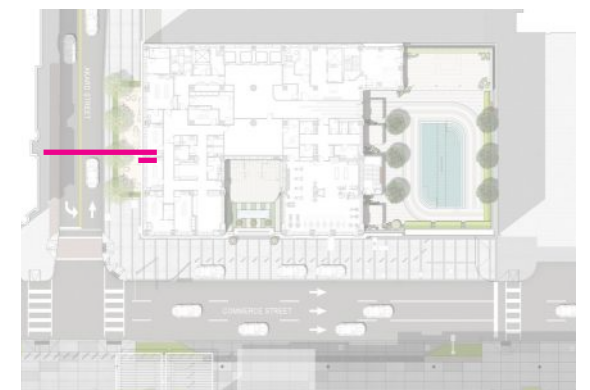
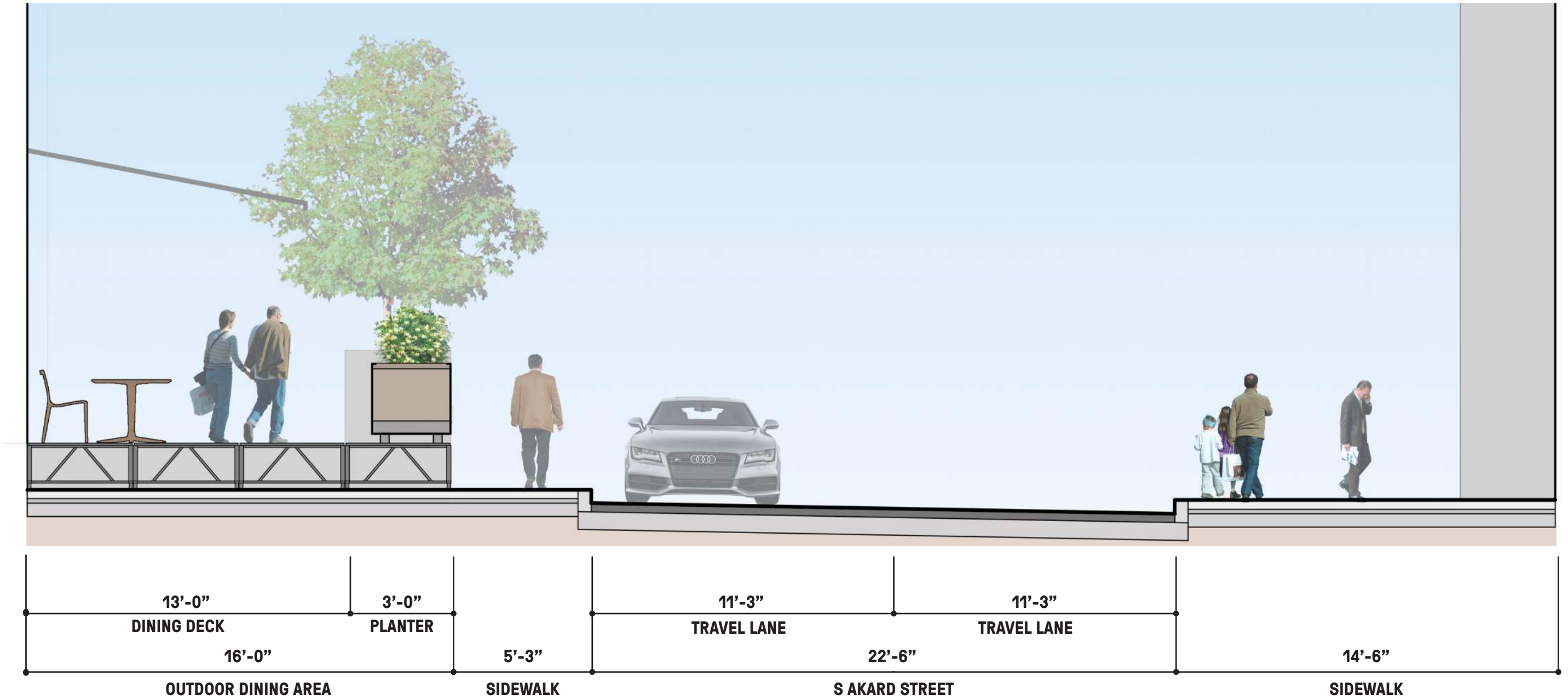
Converted from office building to hotel

# ILLUSTRATED SITE PLAN

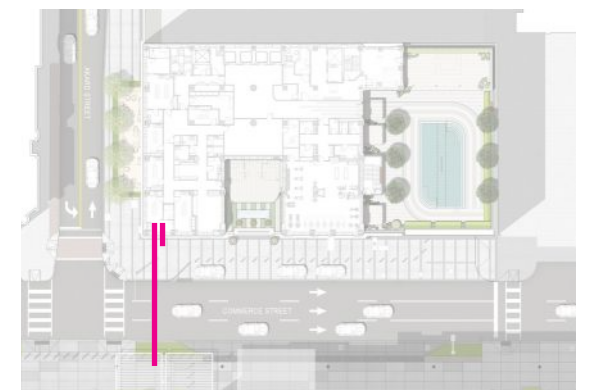
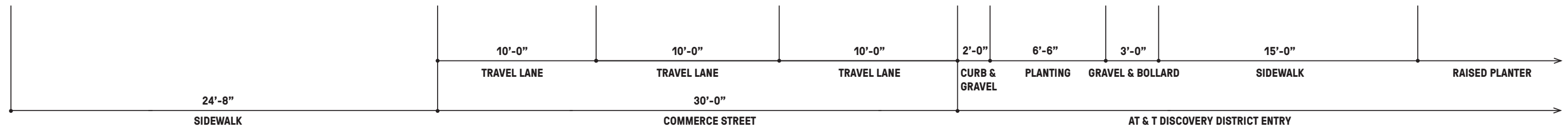
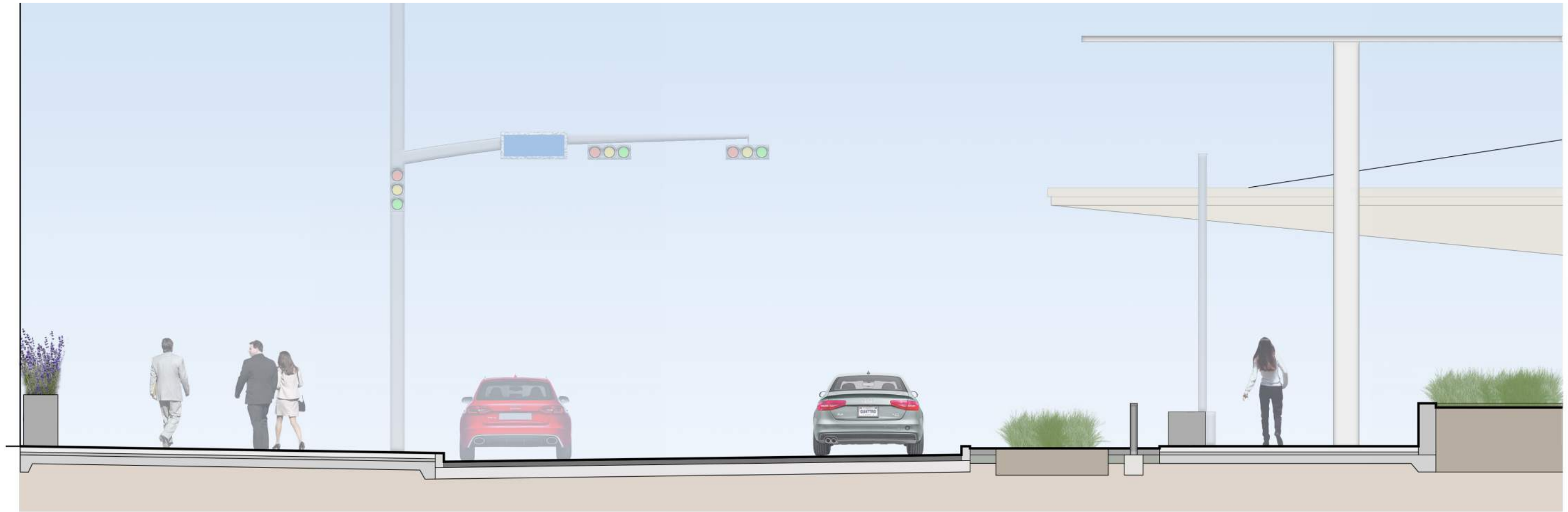




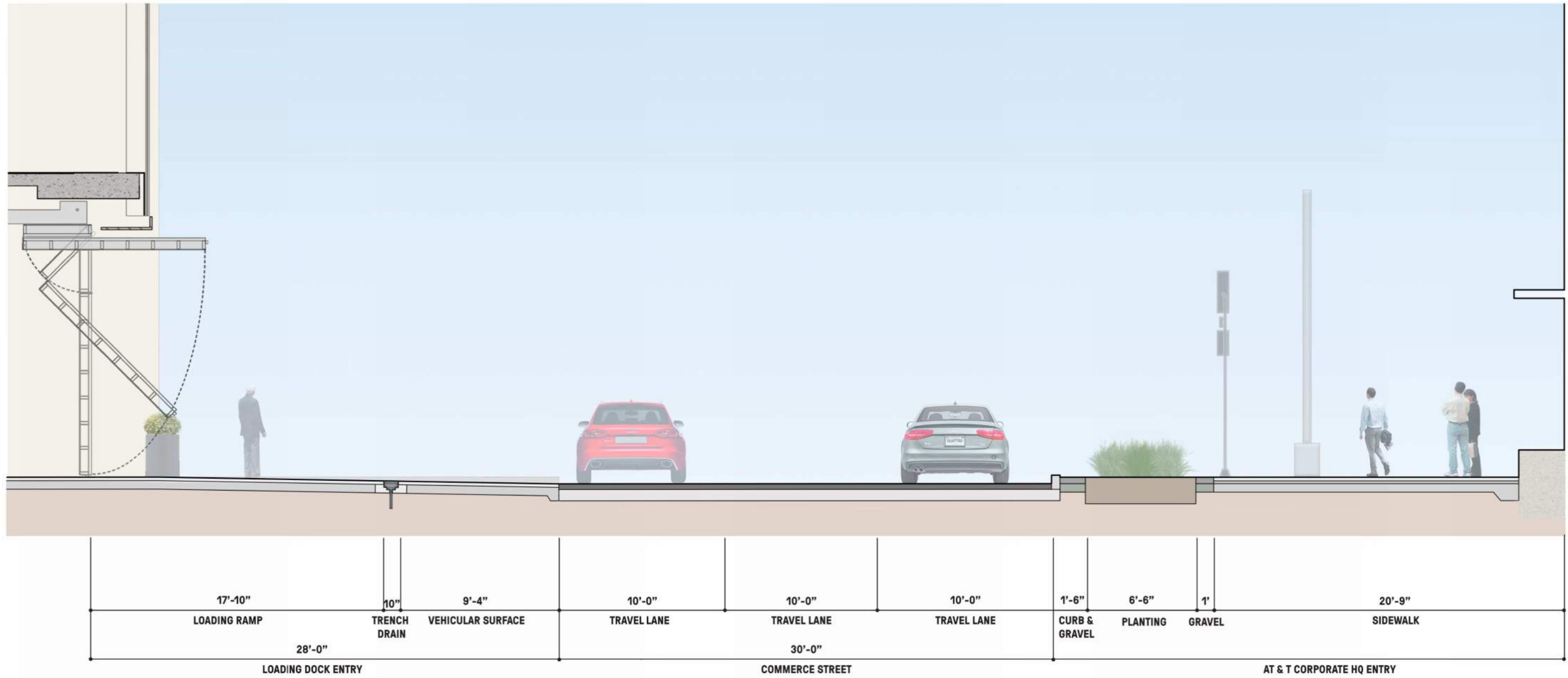
# STREET SECTION - AKARD STREET



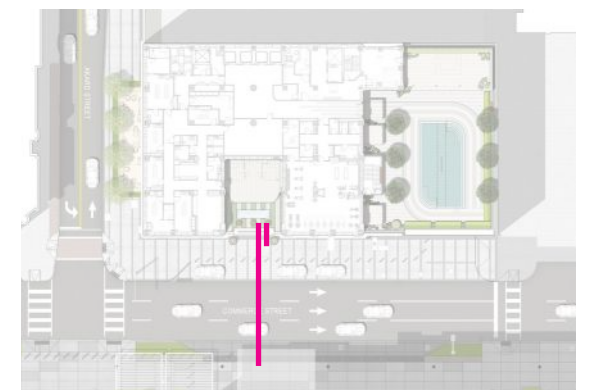
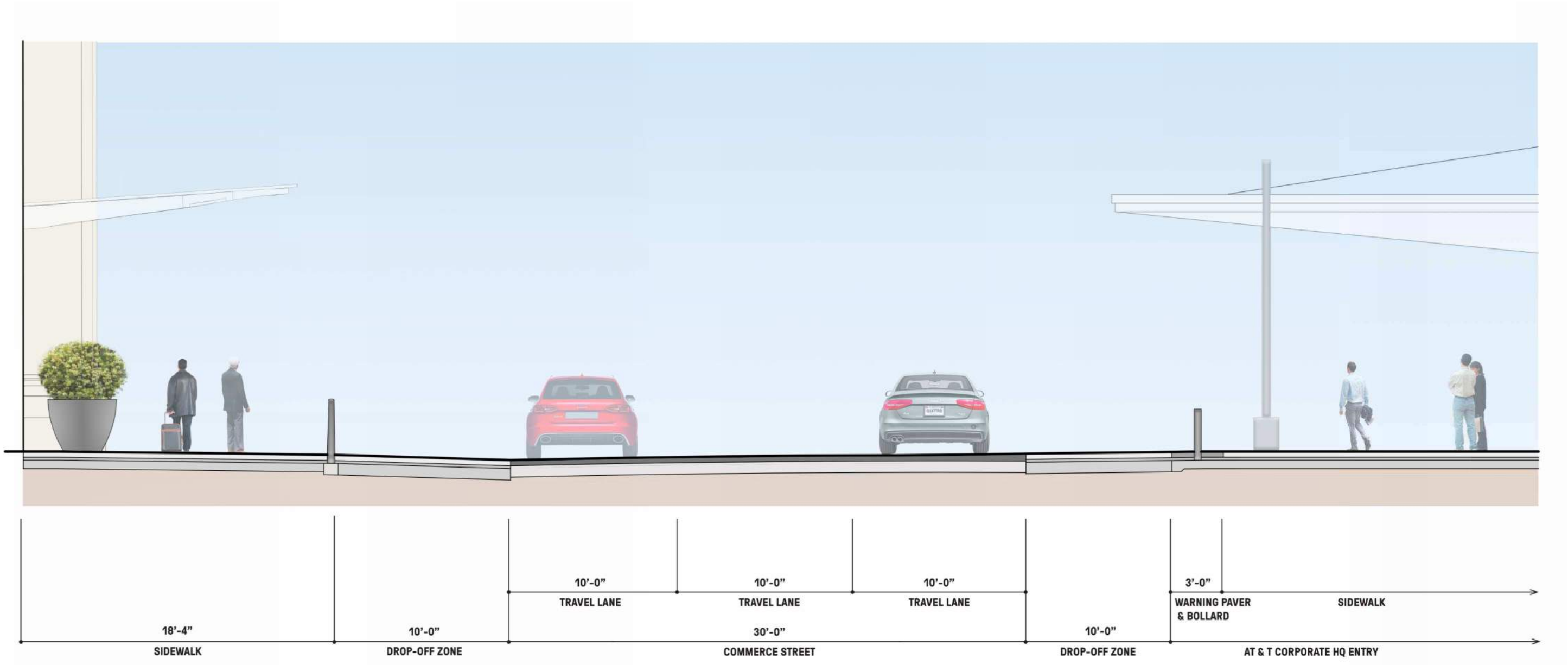
# STREET SECTION - COMMERCE STREET WEST



# STREET SECTION - COMMERCE STREET LOADING DOCK



# STREET SECTION - COMMERCE STREET ENTRY



# MATERIAL BOARD



**LIMESTONE** TO MATCH EXISTING



**BRONZE** AT NEW CURTAIN WALL,  
AWNINGS AND CANOPIES



TRAFFIC RATED BOLLARD



**WOOD** AT OUTDOOR TERRACE



**TREE PLANTER**  
60"W X 42"H, LENGTH VARIES



**SHRUB POT**  
38"O.D. X 42"H

**PLANTERS** AT STREET LEVEL



**GRANITE** AT OUTDOOR TERRACE &  
PAVING

# LOCAL REFERENCES



MAPLE TERRACE, DALLAS



DALLAS COUNTY RECORDS, DALLAS



BOOKER T WASHINGTON HIGH SCHOOL, DALLAS

# ADDITIONAL REFERENCES



SIR JOHN A MACDONALD BUILDING, OTTAWA



THE MORGAN LIBRARY AND MUSEUM, NYC



CONGREGATION RODEPH SHALOM, PHILADELPHIA



BOWLING GREEN STATE UNIVERSITY, BOWLING GREEN



FÜRST & FRIEDRICH, DUSSELDORF



SELFRIDGES, LONDON

# EXISTING CONDITIONS





MAIN ENTRANCE & COMMERCE STREET FACADE



MAIN ENTRANCE & COMMERCE STREET FACADE EXISTING



# BUILDING EXPANSION



COMMERCE STREET LOOKING WEST



COMMERCE STREET LOOKING WEST EXISTING



# AKARD STREET IMPROVEMENTS



AKARD STREET EXISTING



COMMERCE STREET FACADE





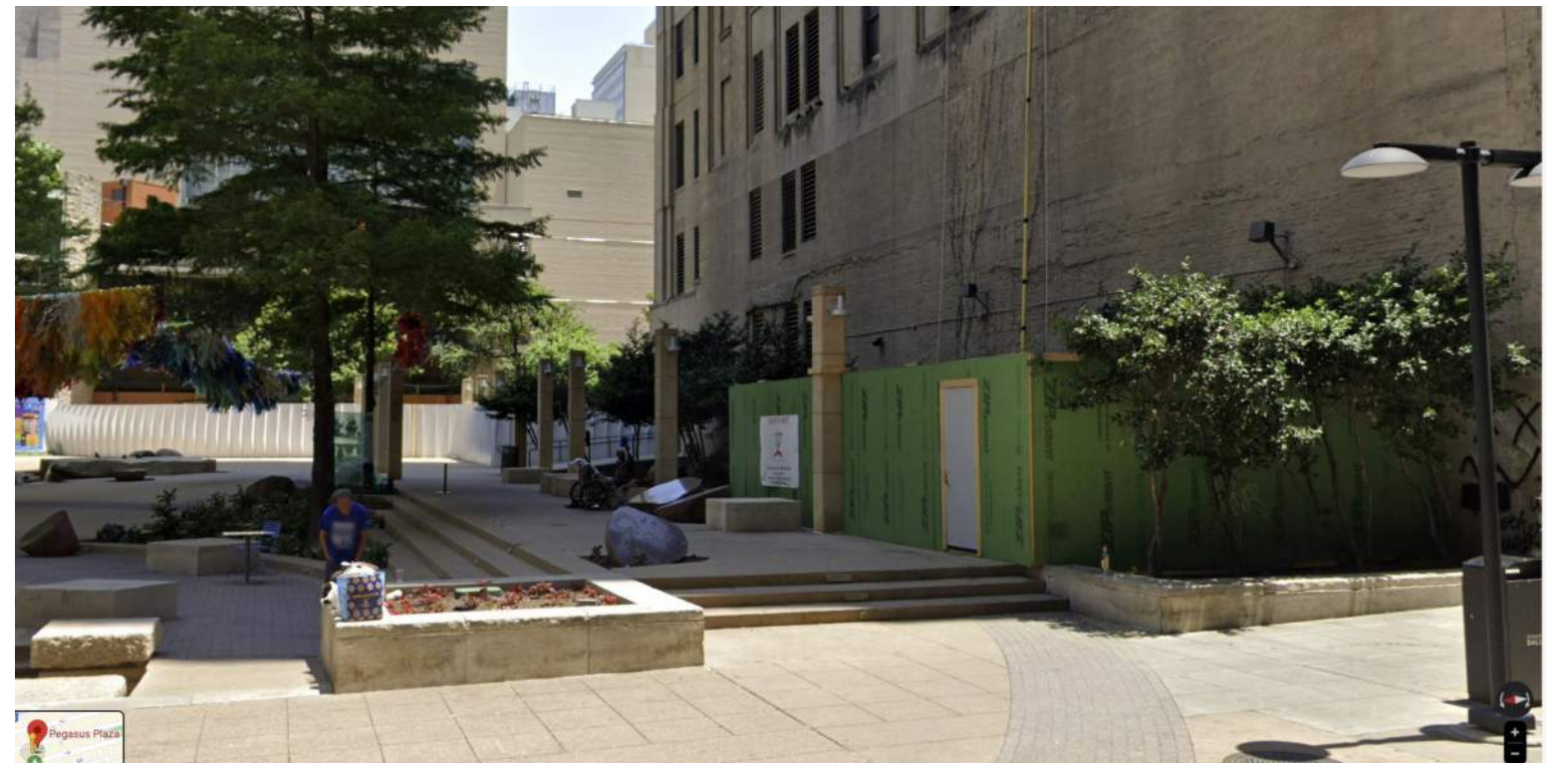
COMMERCE STREET FACADE EXISTING



# PEGASUS PLAZA



NORTH ELEVATION



MAGNOLIA HOTEL

# AKARD STREET ELEVATION

