

Applicable Urban Design Priorities Project Should Achieve

- [1] Careful consideration should be given to treatment of vehicular access drives, building entries, and groundfloor facades to ensure prioritization of the pedestrian.

The layout 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.

Create safe, inviting, and vibrant pedestrian spaces that encourage usage, social interaction, and recreation with features like outdoor restaurant seating, public art, and community gathering spaces.
- [2] Focus on human scale design as a fundamental element of creating great places that support walkability and transit.

Design sidewalks, walkways, open space, and programed space at a scale and with enough detail to make them usable and interesting. Provide human-scale details viewable at ground level on building frontages, street furniture, and landscaping.
- [3] Create a safe and uniform pedestrian experience across all street crossings.

The streetscape on each side should provide generous sidewalks that prioritize the pedestrian. Crossings of major vehicular entries into the site, including the hotel drop-off and paseo, should be designed to prioritize pedestrian mobility and safety. This site is highly transit-oriented and walkable. Development should encourage alternative transportation with convenient access to multiple DART light rail stations.
- [4] Consider how the proposal can maximize the success of the development and neighborhood over time.

Ensure project can remain responsive to evolving needs, capitalize on opportunities, provide sustainable landscape design that pedestrians, visitors, and residents can enjoy.

Previously Reviewed UDPRP Projects

1. 1600 Pacific, 2013

2. Thanksgiving Tower, 2014

3. 211 N Ervay, 2013

4. Thanks-Giving Square, 2015

5. Forty Five Ten, 2015

6. Tower Petroleum, 2014

7. 1910 Pacific 1st Floor, 2017

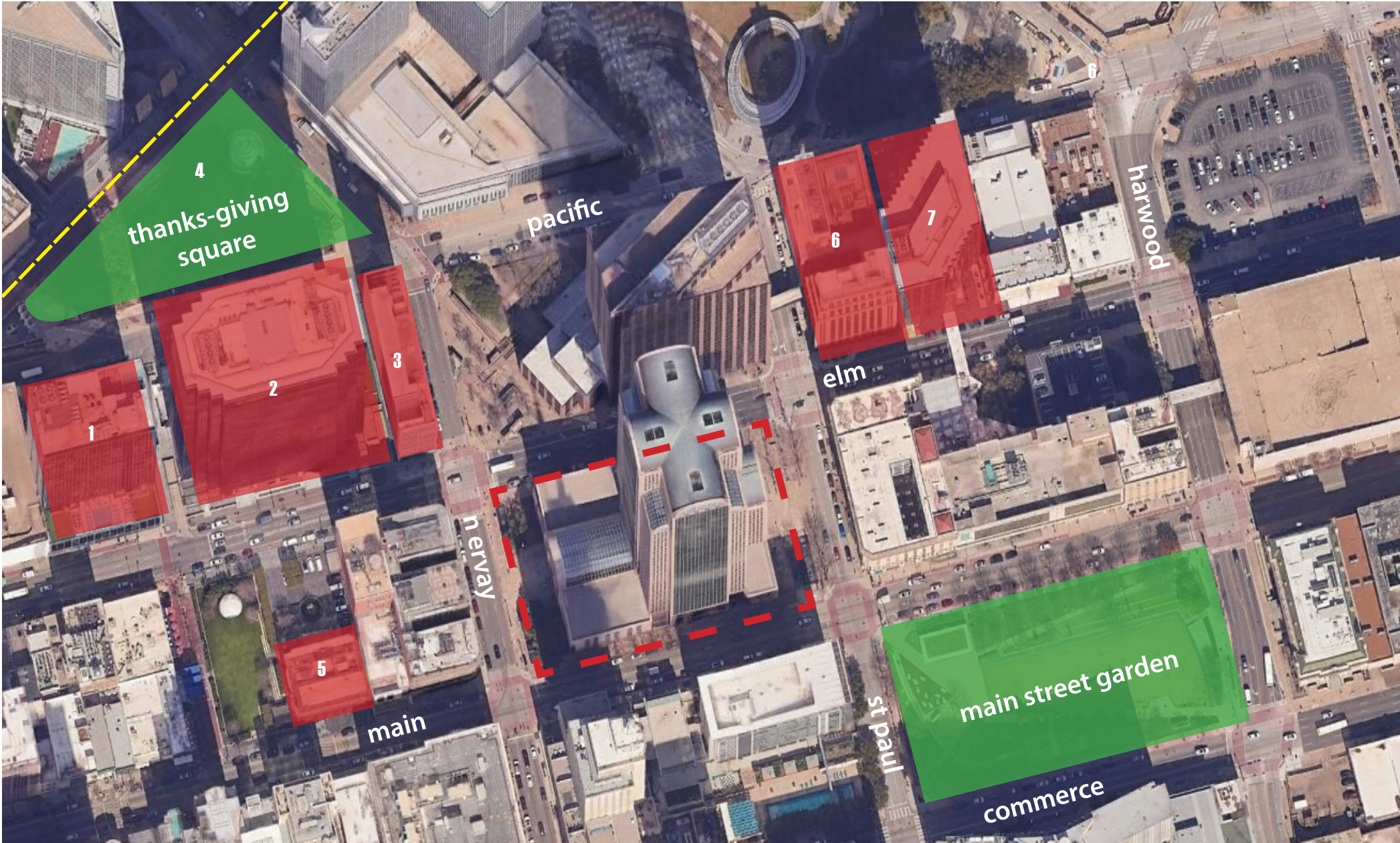
Policy References

- Forward Dallas 2.0

TIF Urban Design Guidelines

The 360 Plan  
Chapters IV & V

Urban Transit Design Guidelines



Context Description

Comerica Bank Tower currently operates as an office building but is undergoing a transformation to become a mixed-use property under the current ownership, Slate Asset Management. The vision for the asset is to retain 586,800 rentable square feet of office space while introducing 242 hotel keys, 240 residential units, and 10,250 rentable square feet of ground-floor retail.

Additional improvements include constructing a 437-stall above-grade parking garage to serve as a functional podium for residential and hotel amenities, including a jewel-box banquet hall. A paseo is proposed between Elm Street and Main Street that prioritizes a safe pedestrian route and a convenient drop-off zone. Streetscape improvements are planned to create a more walkable, shaded, and inviting environment around the property.

- Comerica Tower

TIF District:  
Downtown Connection

Program:  
Commercial  
Hotel  
Multifamily Residential





COMERICA  
BANK TOWER

## REDEVELOPMENT PLAN

PREPARED FOR THE  
URBAN DESIGN PEER REVIEW PANEL

JULY 18, 2025



# PROJECT DESCRIPTION

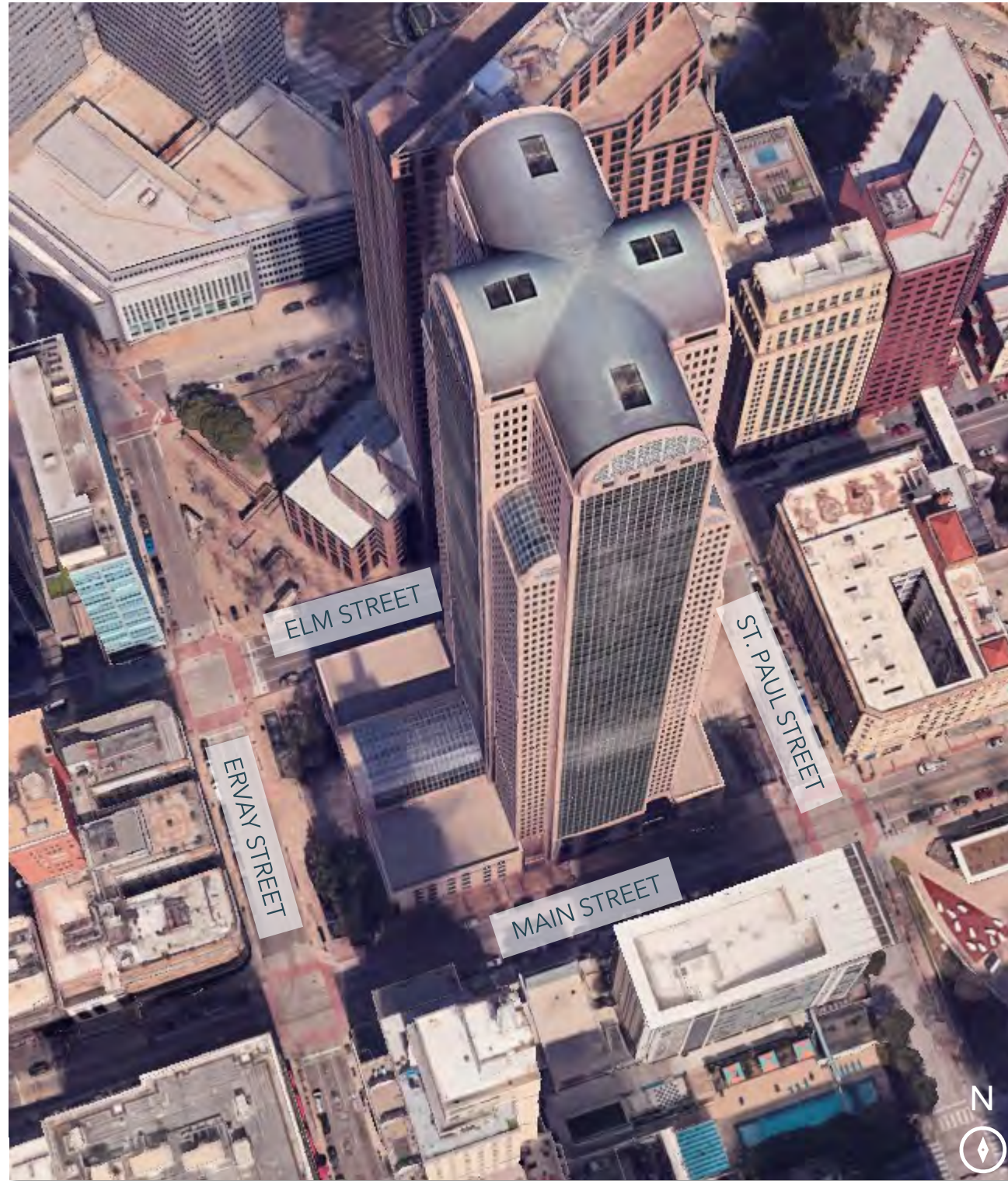


Comerica Bank Tower, located in the heart of Dallas, is one of the city's most iconic skyscrapers. Standing 60 stories tall, this landmark building is a defining feature of the Dallas skyline. The tower currently operates as an office building but is undergoing a transformation to become a mixed-use property under the current ownership, Slate Asset Management. Slate has partnered with Stream Realty Partners for leasing, property management, and development with the goal of repositioning the 1,500,000 square foot building. The vision for the asset is to retain 586,800 rentable square feet of office while introducing 242 hotel keys, 240 residential units, and 10,250 rentable square feet of ground-floor retail. Additional improvements include:

- Constructing a 437-stall above-grade parking garage to serve as a functional podium for residential and hotel amenities, including a jewel-box banquet hall;
- Adding a paseo that prioritizes a safe pedestrian route and a convenient drop-off zone between Elm Street and Main Street;
- Improving the streetscape and arrival experience for all community members on Elm Street, St. Paul Street, and Main Street for residential, hotel, and office respectively;
- Creating a walkable environment along Ervay Street to experience newly constructed ground-up retail;
- And bifurcating the office, residential and hotel entrances.



# EXISTING BUILDING





# HISTORY



Comerica Bank Tower, a 60-story Philip Johnson–designed skyscraper at 1717 Main Street, now anchors the Main Street District in downtown Dallas. Its Elm Street side places it directly on historic Theater Row, once lined with vibrant venues like the Majestic, Rialto, Tower and Palace theaters, and illuminated by early neon and over 100 streetlights.

Ground-Floor Criticism: At street level, critics have slammed the tower as “a fortress” — large, smooth granite and dark glass walls with minimal retail or active frontage, particularly on the busy west corner, isolate the building from street life . This lack of engagement insults the Elm Street legacy, which historically thrived on pedestrian energy, marquee lights, and cultural buzz.

Historical Context: Elm Street was once the heart of Dallas nightlife and culture—famously dubbed “Theater Row” from the 1920s–’60s—with dozens of vaudeville houses, cinemas, elegant marquees, and the pioneering 1911 street-lighting scheme. Of those historic venues, only the Majestic Theatre remains, a preserved landmark of the era.

In summary, while Comerica Bank Tower adds a striking silhouette to Dallas’s skyline, its ground-floor design clashes with the pedestrian-oriented, entertainment-rich heritage of Elm Street—a corridor once aglow with theater lights and alive with cultural energy.

**“We wanted a banking building, not an office building. We didn’t want the block to be crowded. And we prevailed.”**

Gene Bishop, MCorp CEO





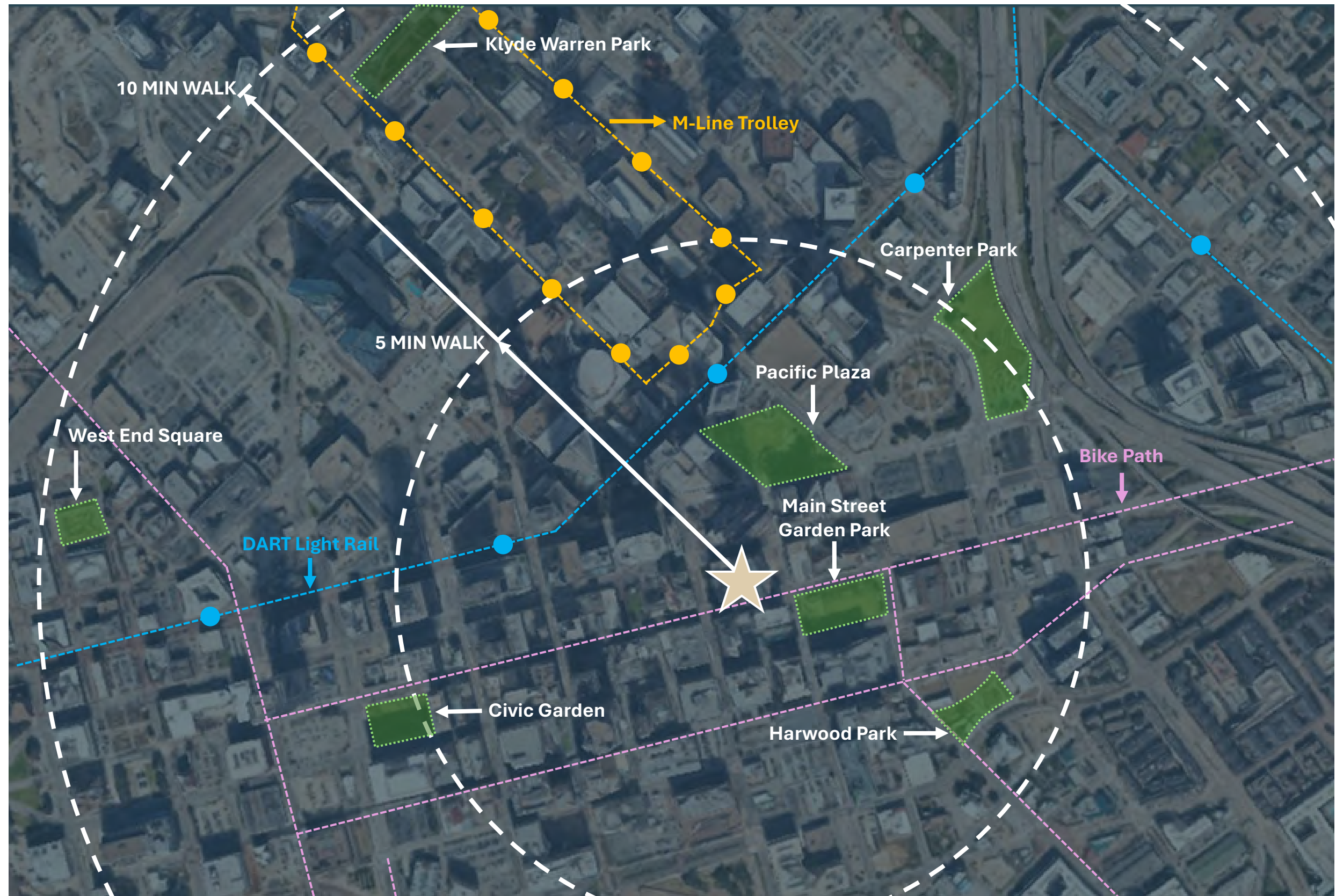
# CONTEXT PLAN

4.6M SF of Residential, Hotel, Retail, and Office within a 0.1-Mile Radius

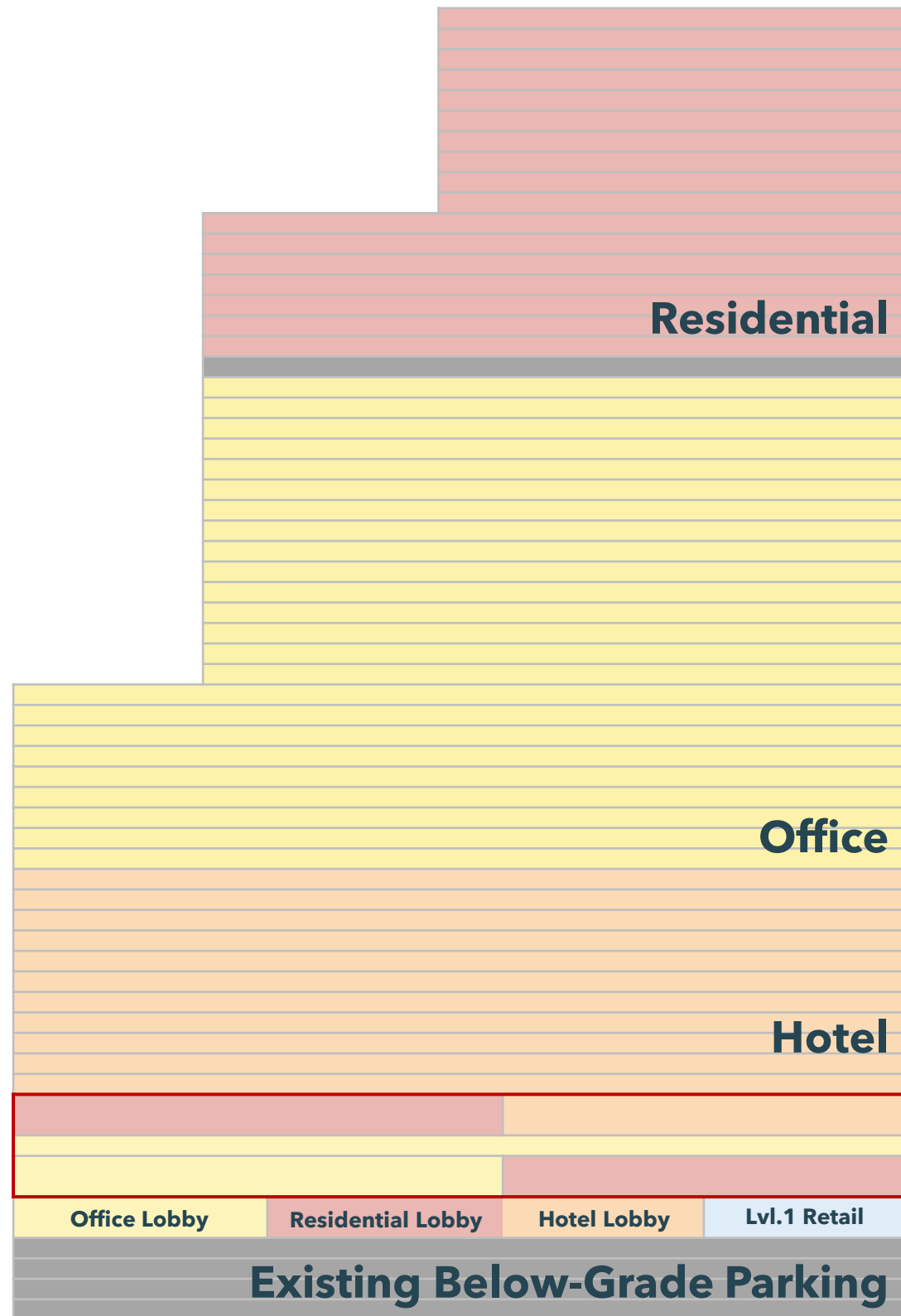




# PARKS & PUBLIC TRANSPORTATION



# STACKING PLAN



**RESIDENTIAL**

Levels 44-60  
286,450 RSF  
240 Units

**HOTEL**  
Levels 9-18  
348,126 GSF  
242 Keys

**OFFICE**

Levels 19-42  
586,800 RSF

**RETAIL**

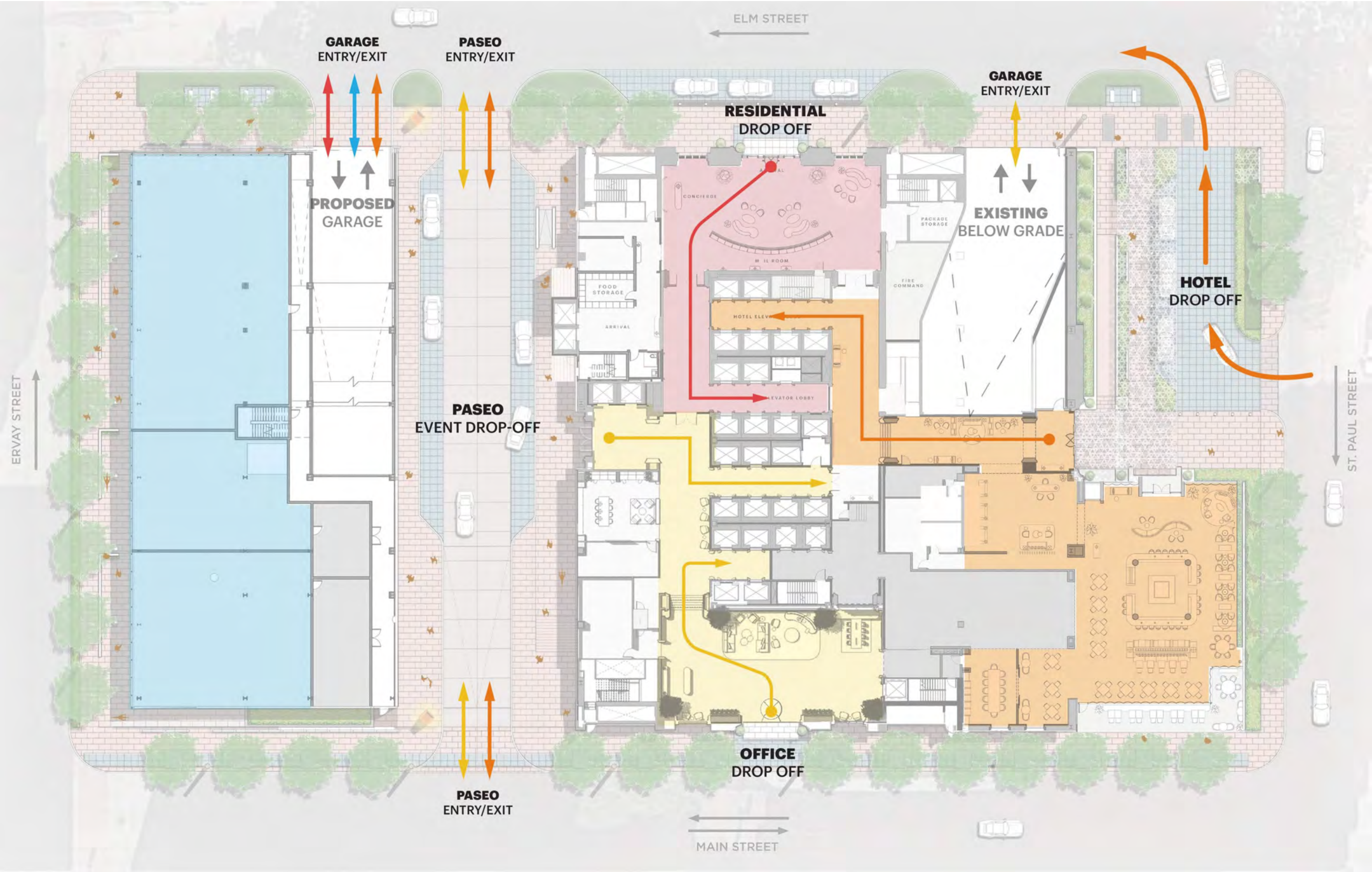
Level 1  
10,250 SF

**MECH. ROOM**



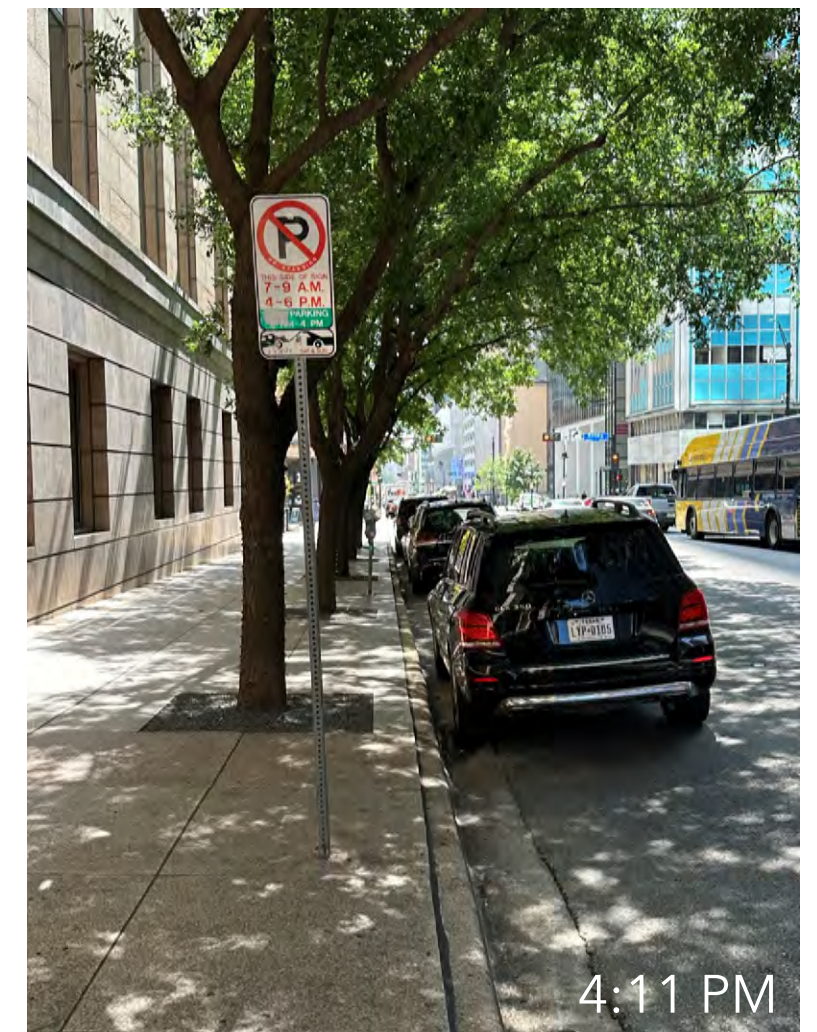
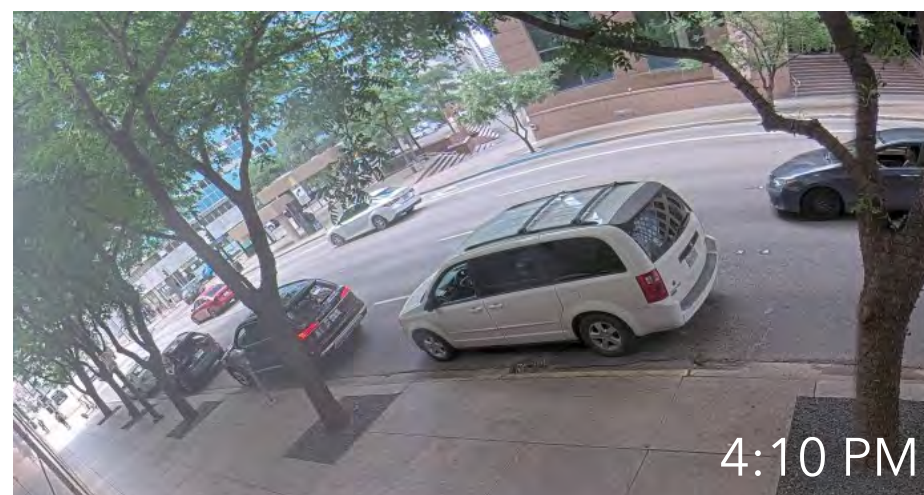
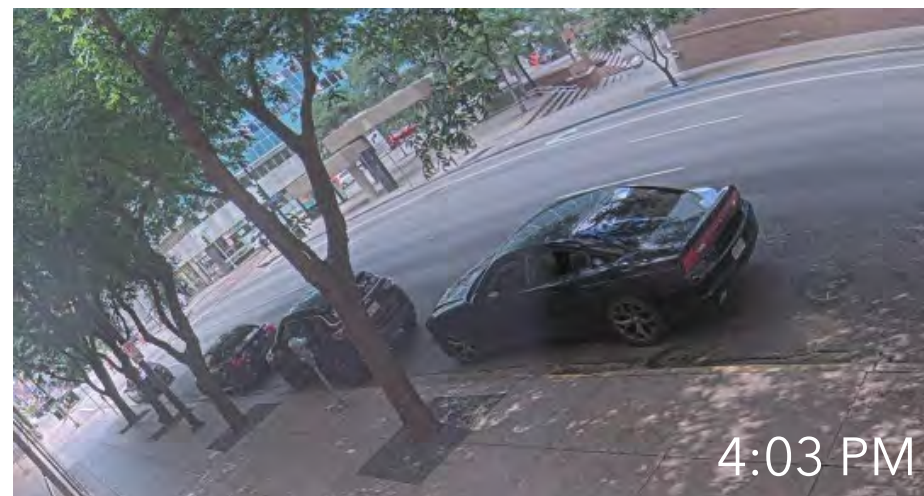


# SITE CIRCULATION





# ELM STREET CORRIDOR





# MAIN STREET

BEFORE & AFTER TRANSFORMATION

BEFORE

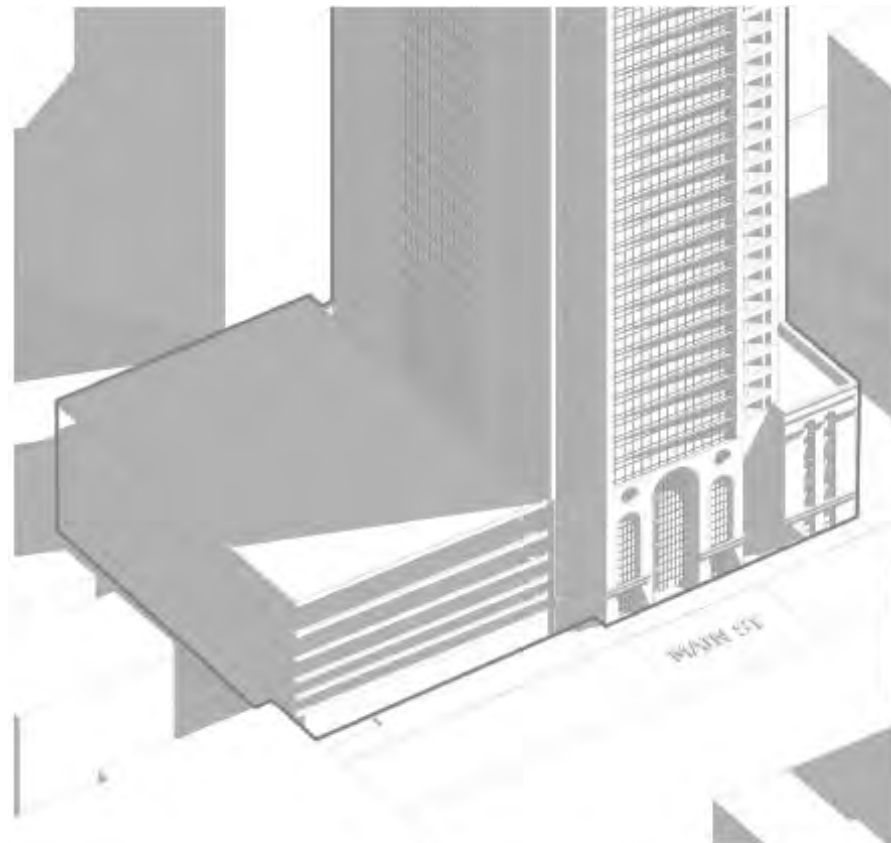


AFTER

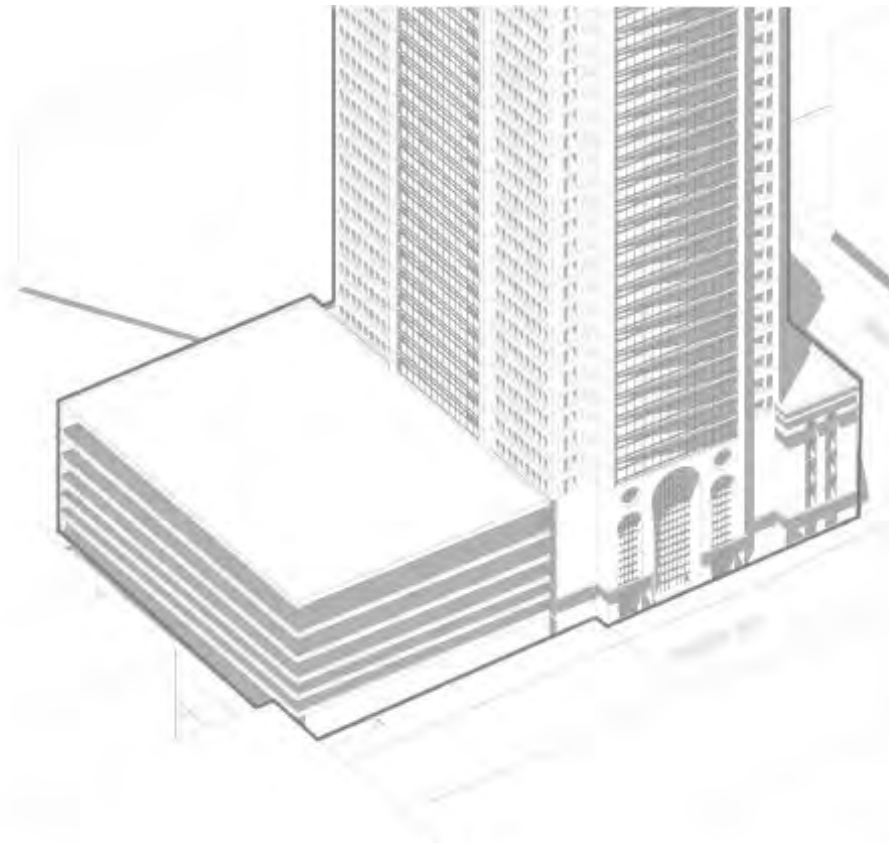




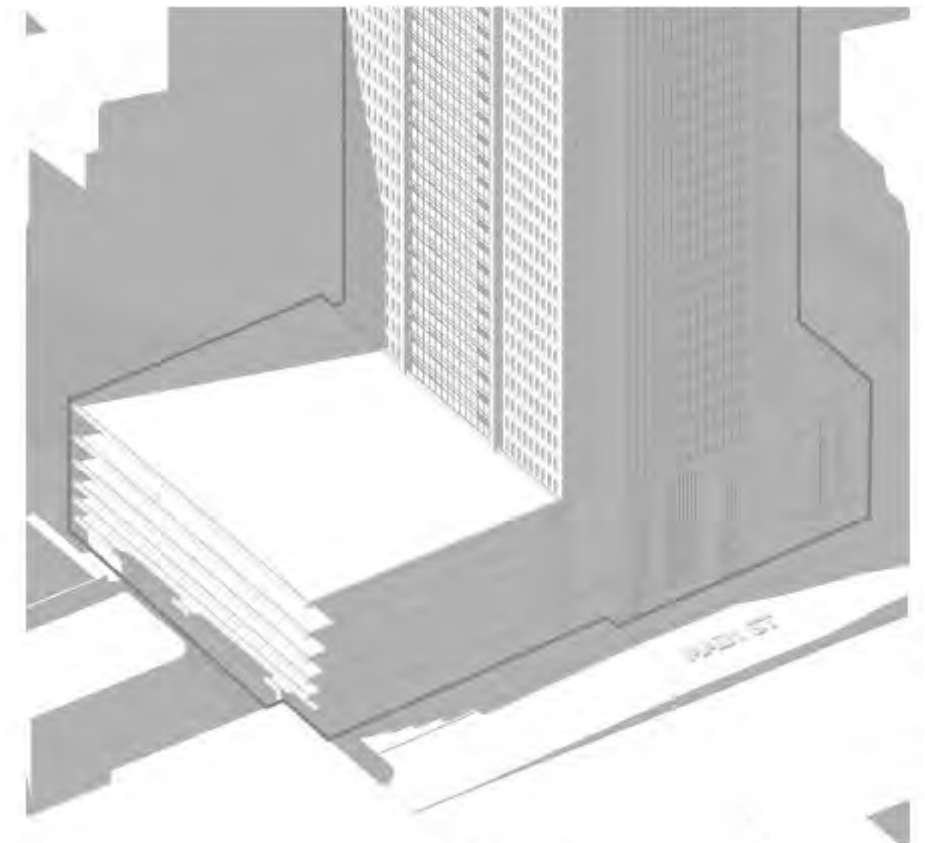
# SUN/SHADOW STUDY



10 AM



1 PM



4 PM



# GROUND FLOOR PLAN





# PHOTO OF EXISTING CONDITION







HOTEL RESTAURANT

HOTEL PORTE COCHERE

ST. PAUL STREET

OFF-STREET HOTEL DRIVE AISLE





# PHOTO OF EXISTING CONDITION







# HOTEL JEWELBOX BALLROOM

ARCHITECTURAL  
FLUTED FAÇADE

ENCLOSED  
PODIUM

STREET-LEVEL RETAIL





# PHOTO OF EXISTING CONDITION







HOTEL POOL, EVENT DECK  
AND RESTAURANT

RESIDENTIAL  
AMENITY DECK

OUTDOOR EVENT TERRACE

HOTEL  
JEWELBOX BALLROOM

STREET-LEVEL  
RETAIL

PEDESTRIAN  
& VEHICULAR  
PASEO

STREET-LEVEL  
RETAIL





# PHOTO OF EXISTING CONDITION







RESIDENTIAL  
AMENITY DECK



PEDESTRIAN &  
VEHICULAR  
PASEO

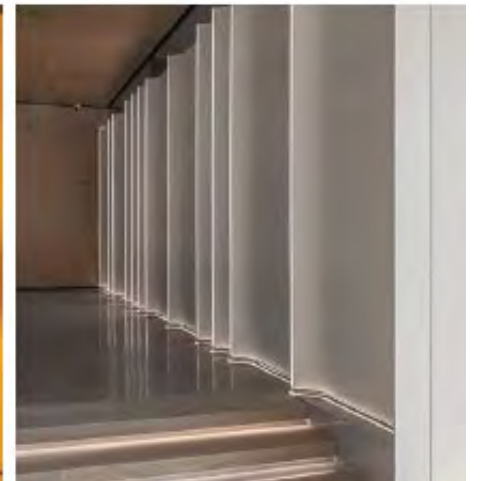


STREET-LEVEL RETAIL





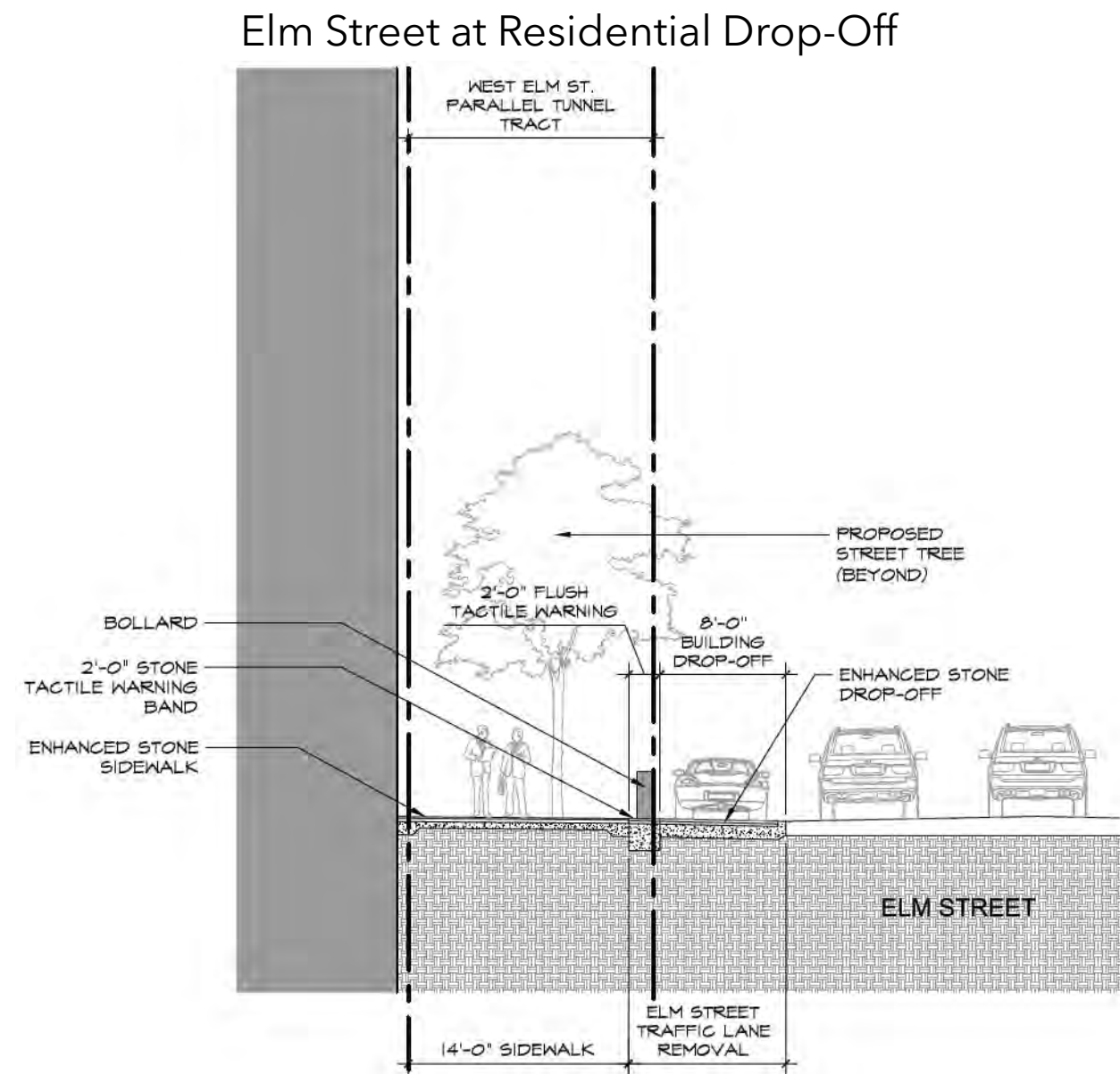
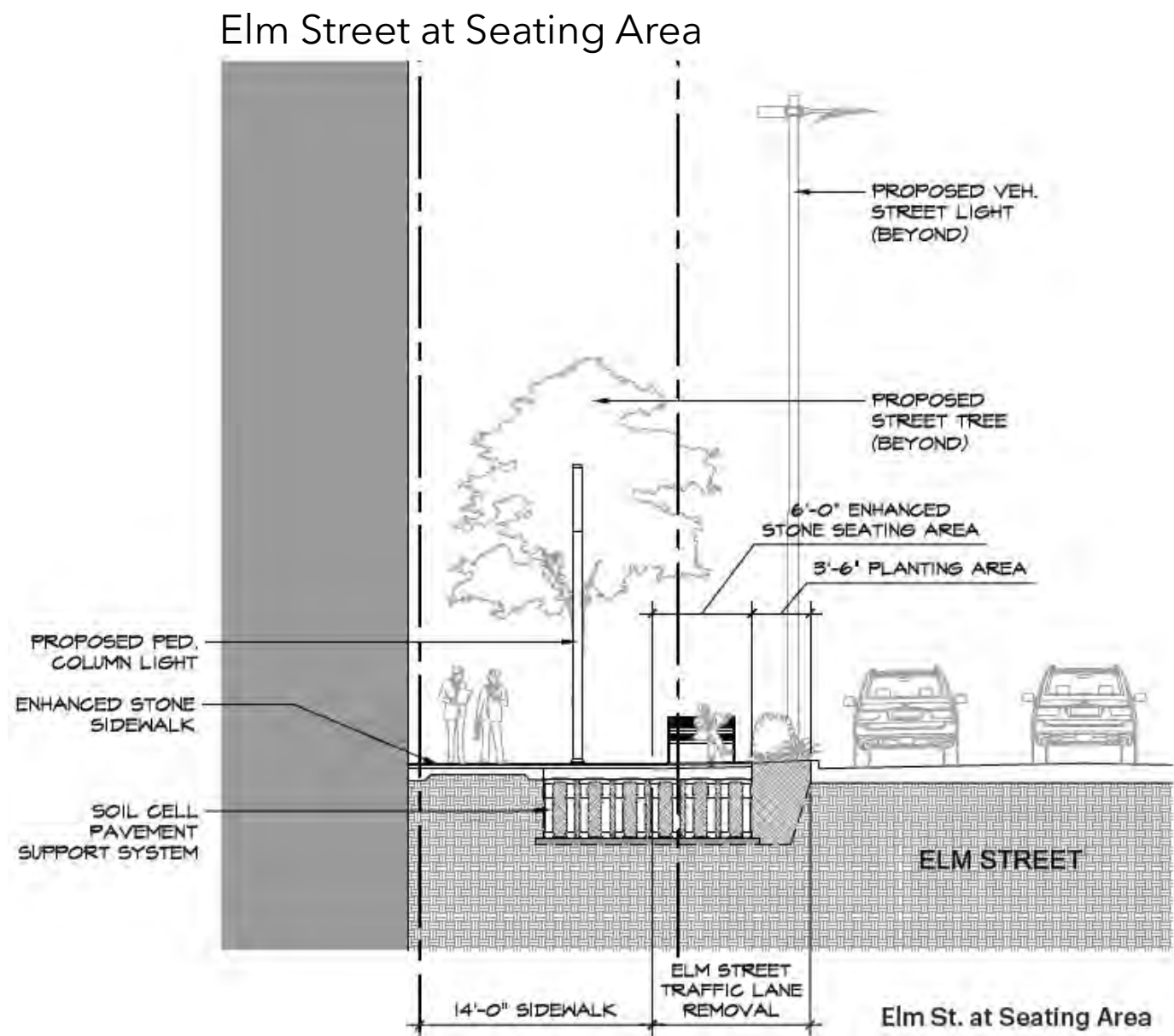
# PEDESTRIAN & VEHICULAR PASEO





# PEDESTRIAN REALM

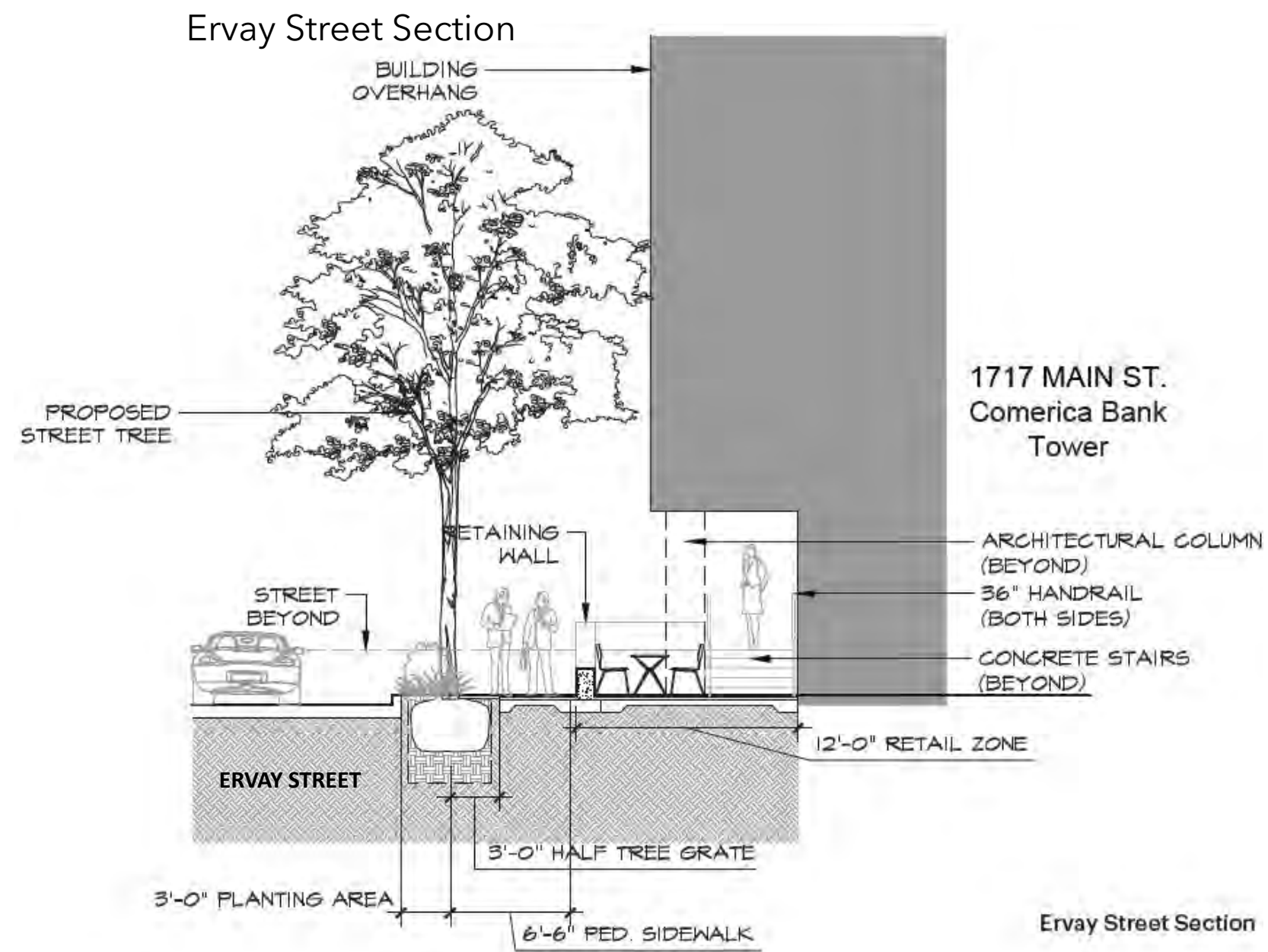
## STREET SECTIONS & MATERIALITY





# PEDESTRIAN REALM

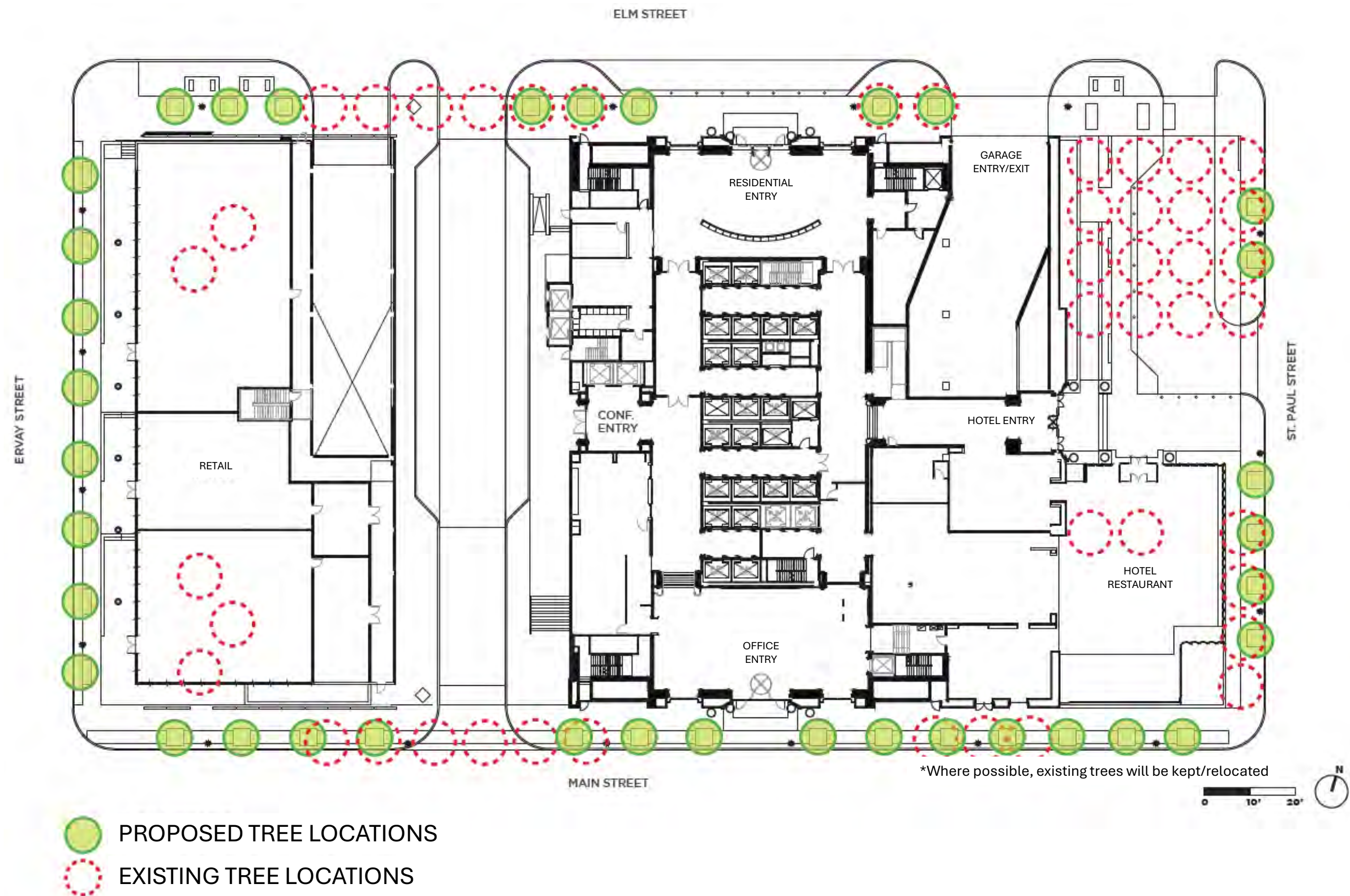
## STREET SECTIONS & MATERIALITY





# DETAIL OF PEDESTRIAN EXPERIENCE

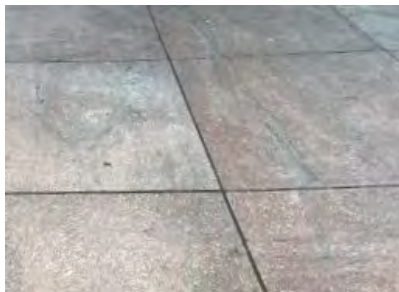
## TREE COMPARISON





# HARDSCAPE MATERIALS DIAGRAM

## STREET LEVEL



Granite Paving



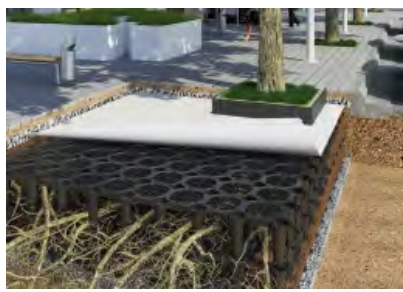
Bluestone Plank Paving



Granite Paving



Truncated Dome Granite Band



Soll Cell Pavement Support System

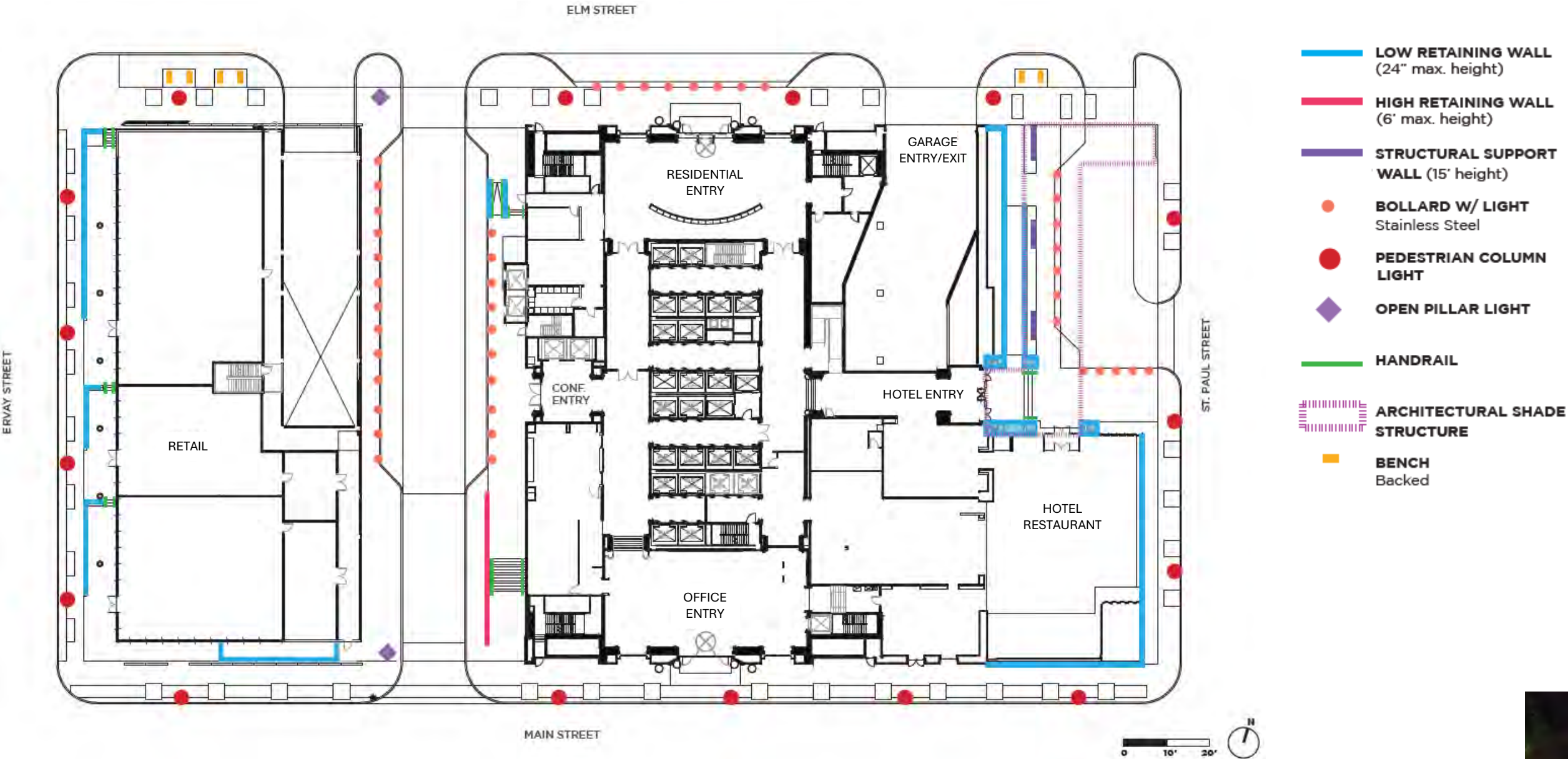


Paver Tree Grate



# MISCELLANEOUS MATERIALS DIAGRAM

## STREET LEVEL



Retaining Wall



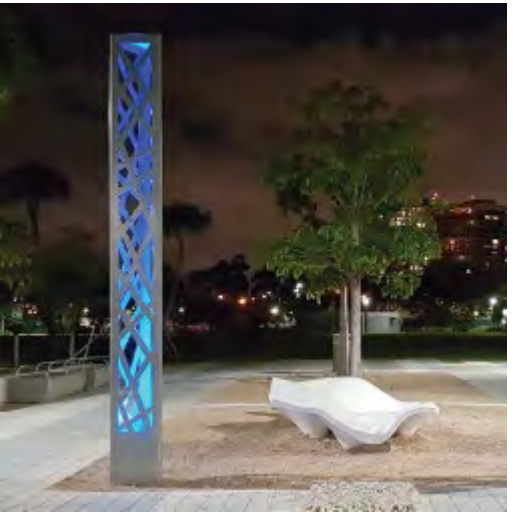
Bench



Bollard with Light



Pedestrian Column Light

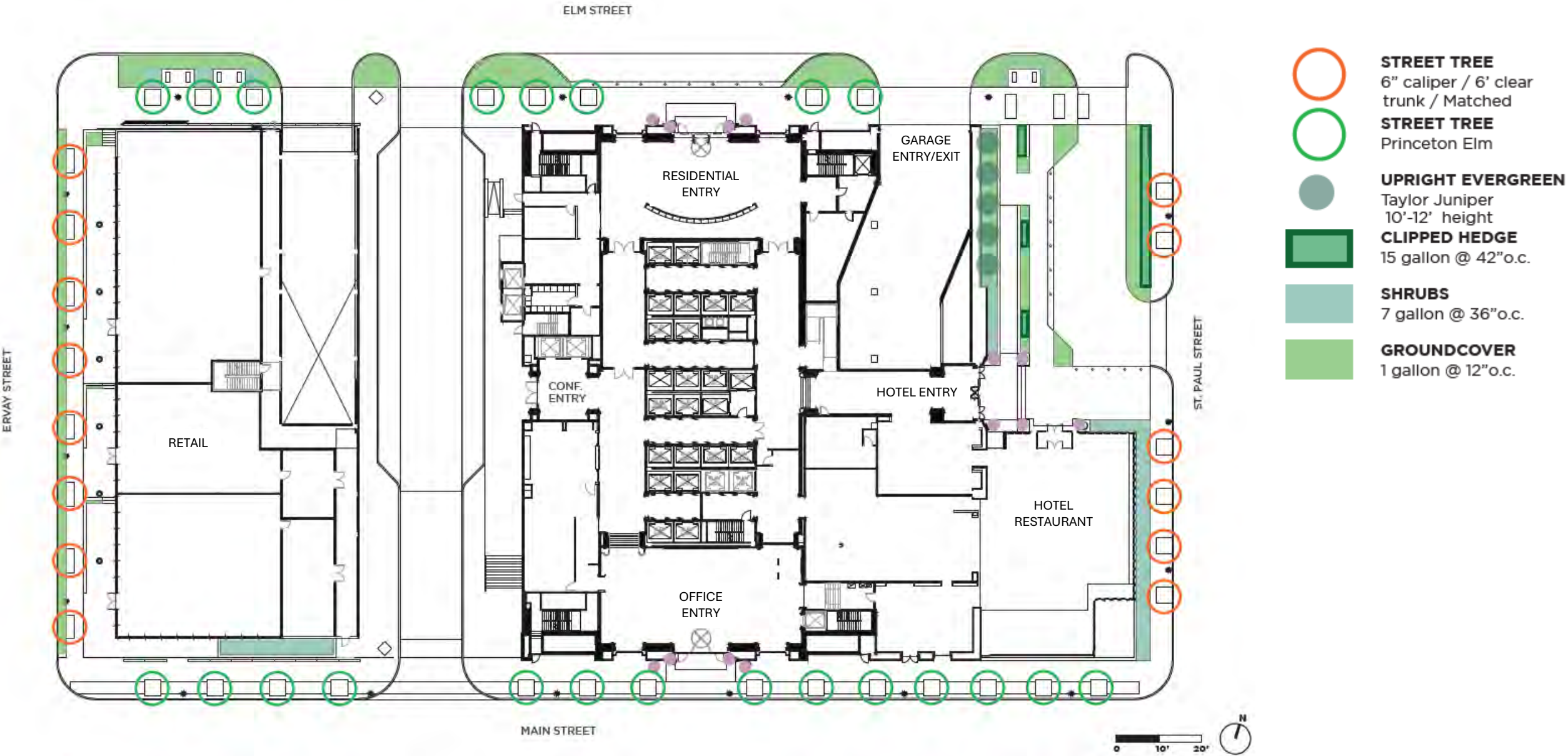


Open Pillar Light



# PLANTING MATERIALS DIAGRAM

## STREET LEVEL



Taylor Juniper



Clipped Hedge



Shrubs



Planter Pots with Seasonal Color

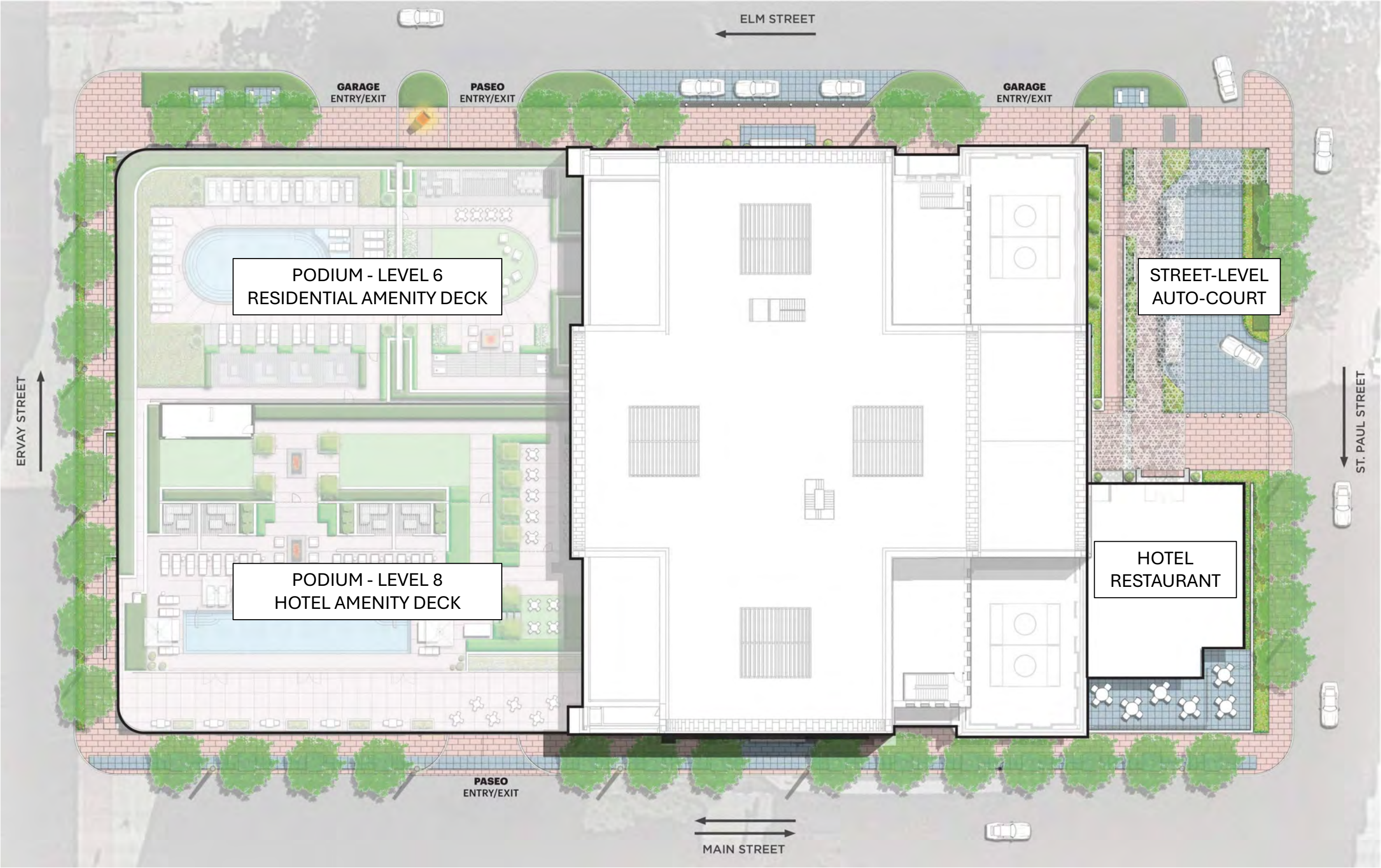


Street Tree



# LANDSCAPING PLAN

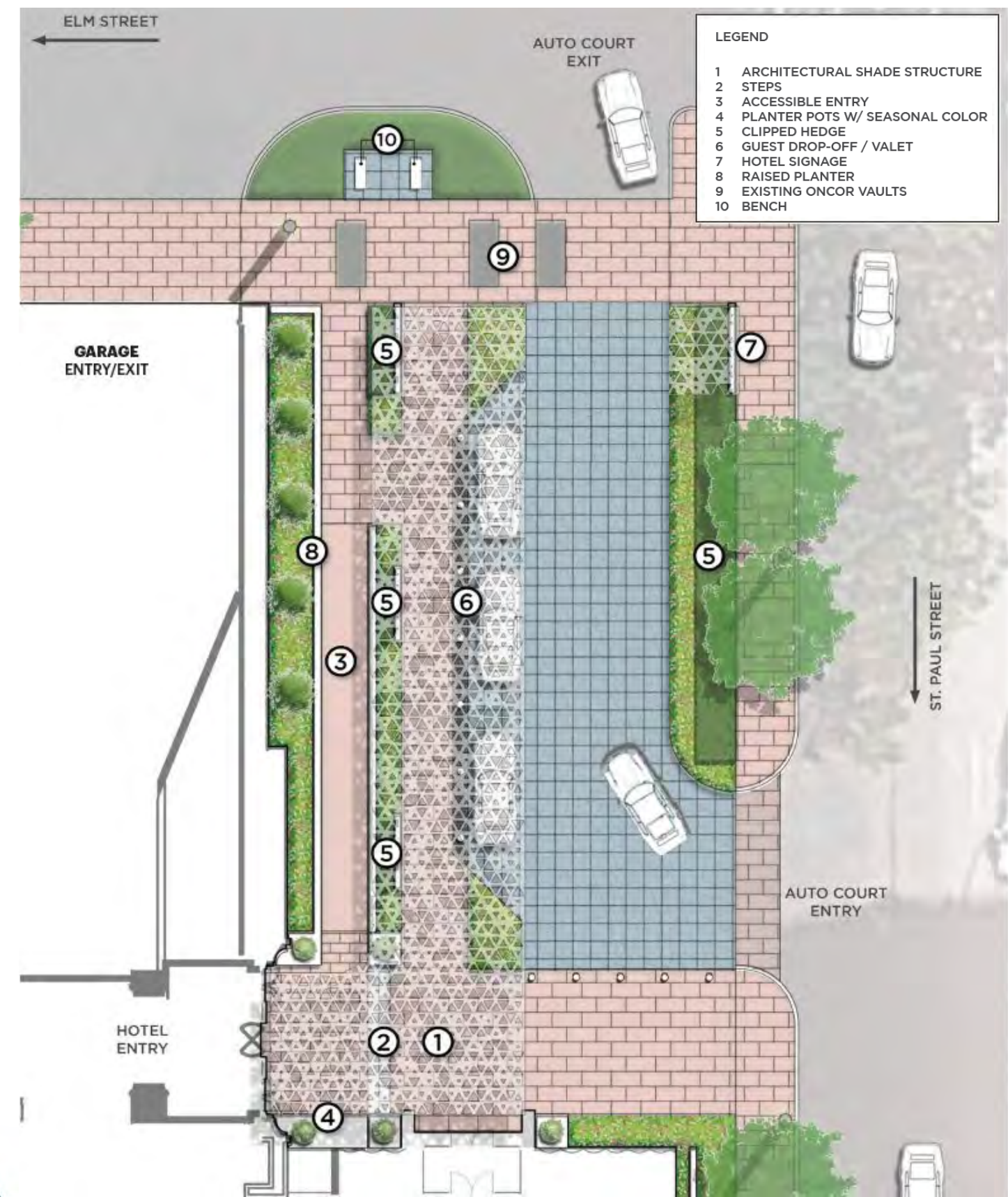
BIRD'S EYE VIEW SITE PLAN





# DETAIL OF PEDESTRIAN EXPERIENCE

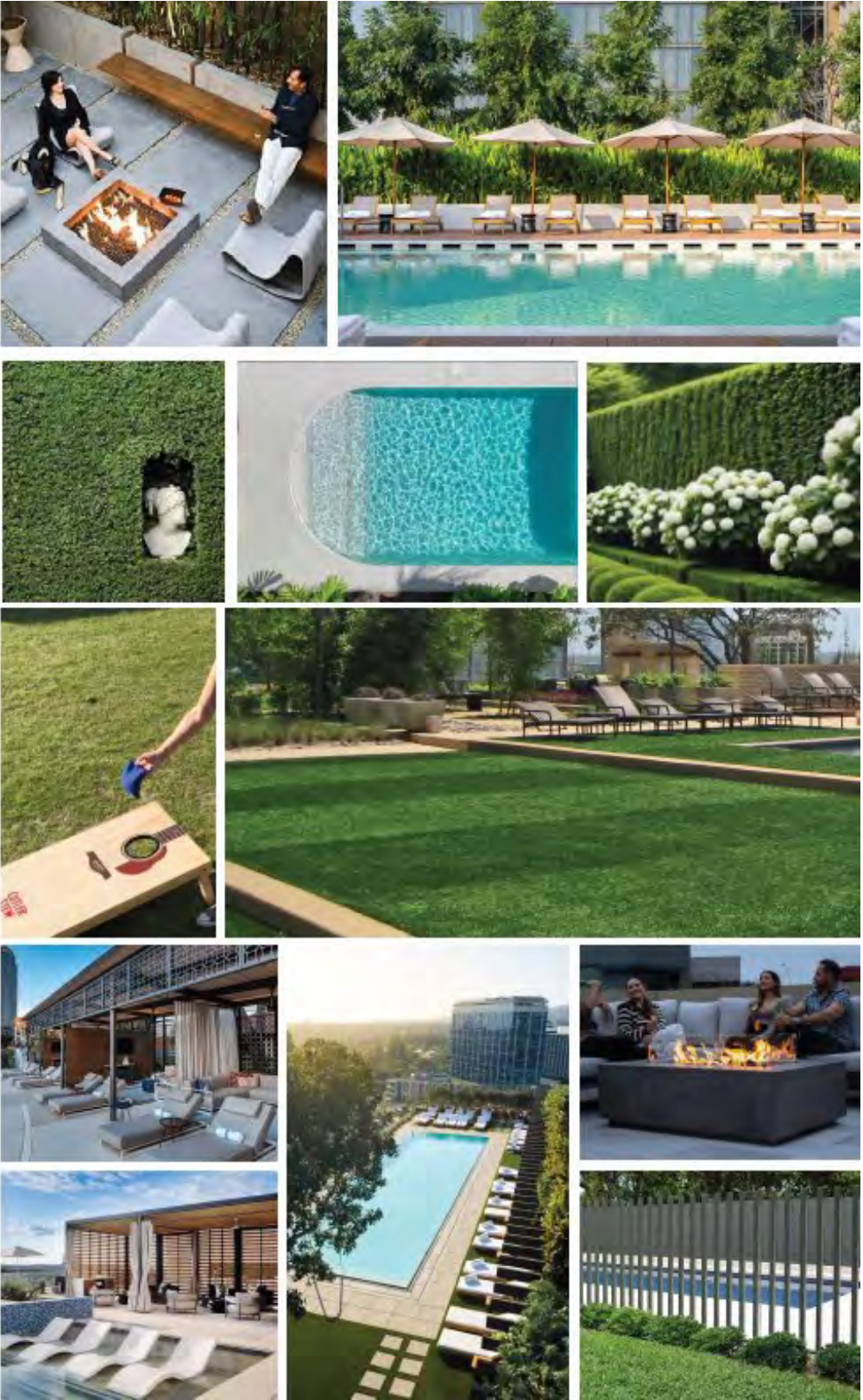
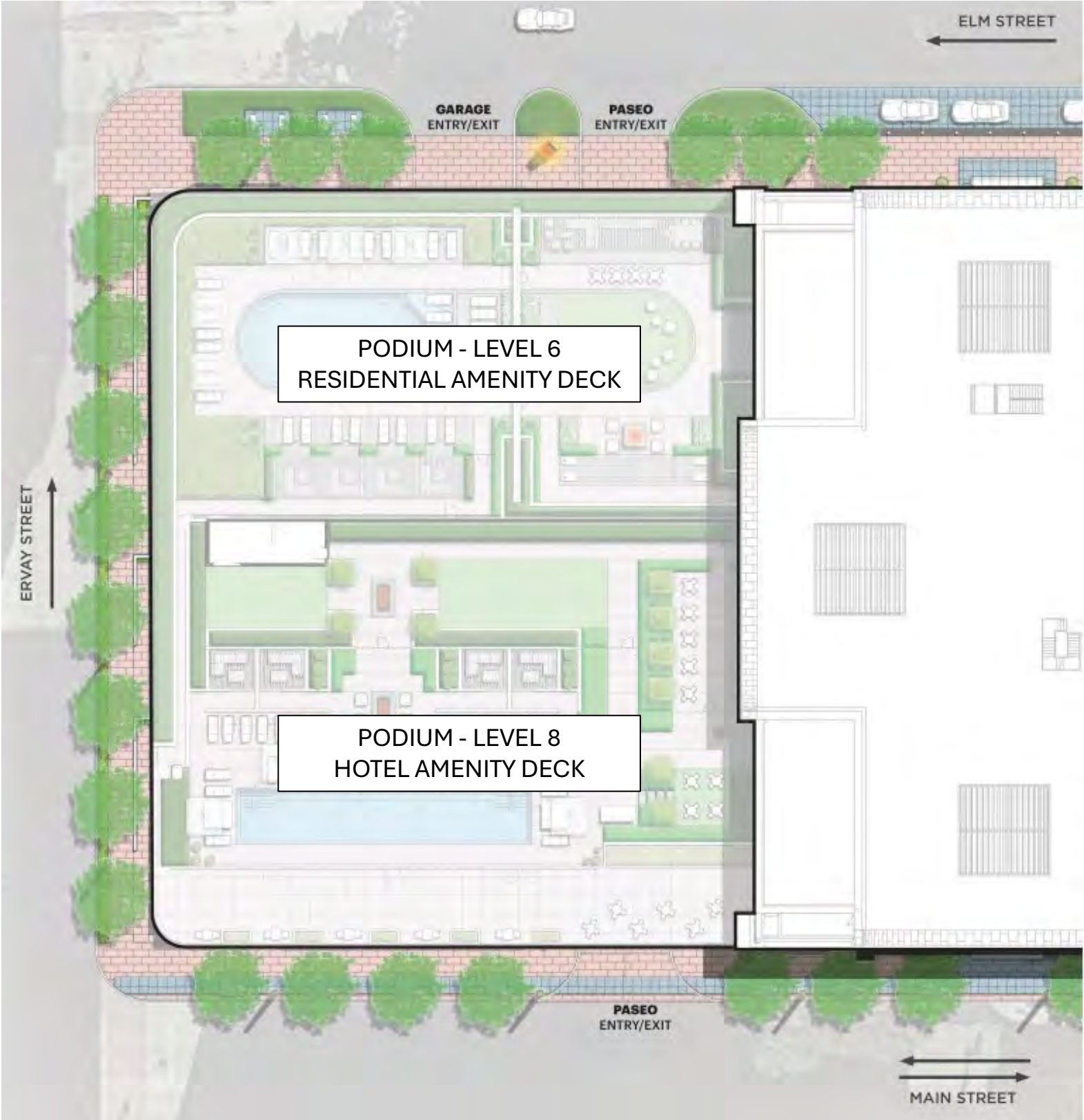
## HOTEL DROP-OFF





# LANDSCAPING PLAN

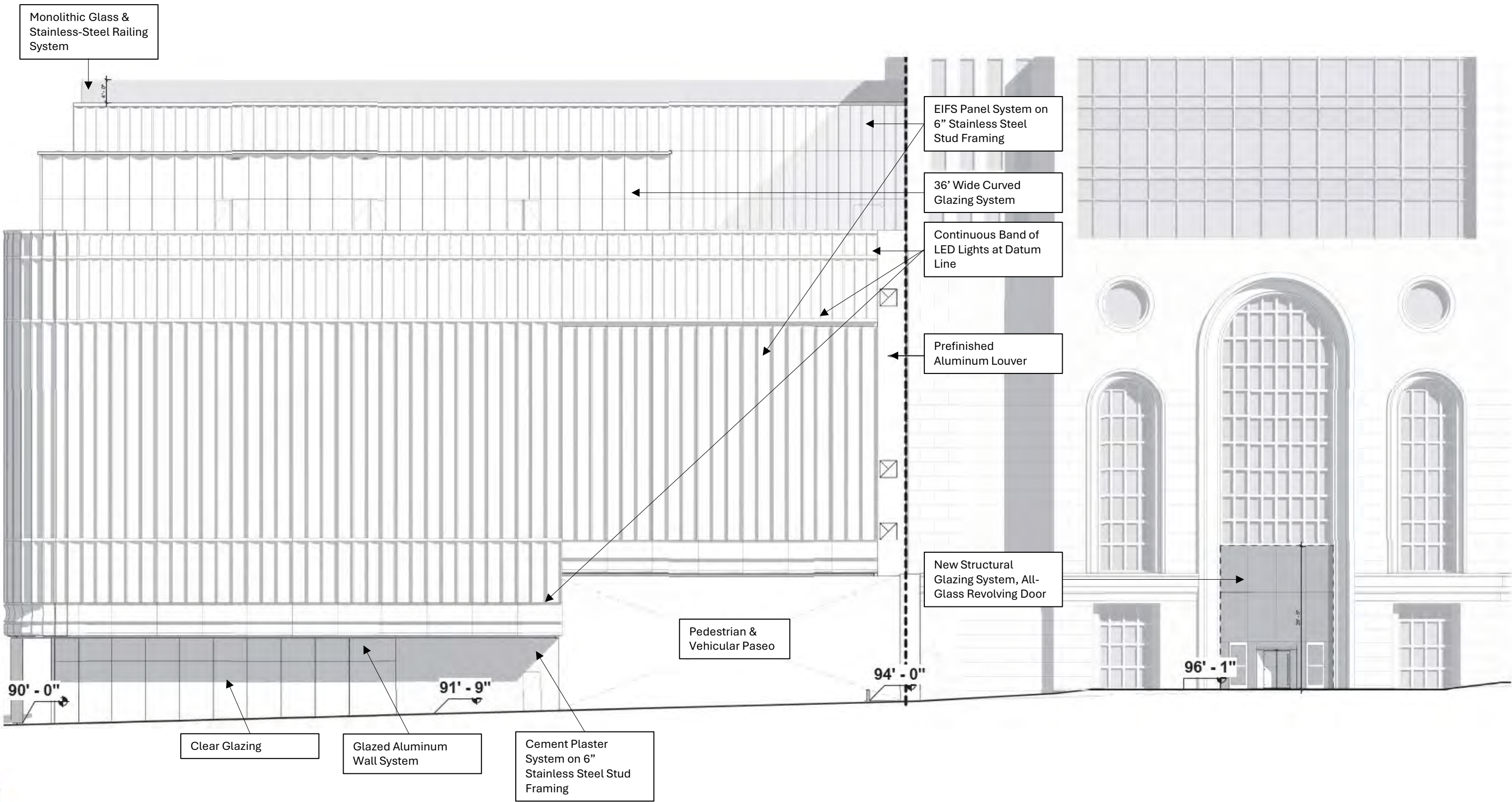
LEVELS 6 & 8 - RESIDENTIAL & HOTEL AMENITY DECKS





# ELEVATIONS

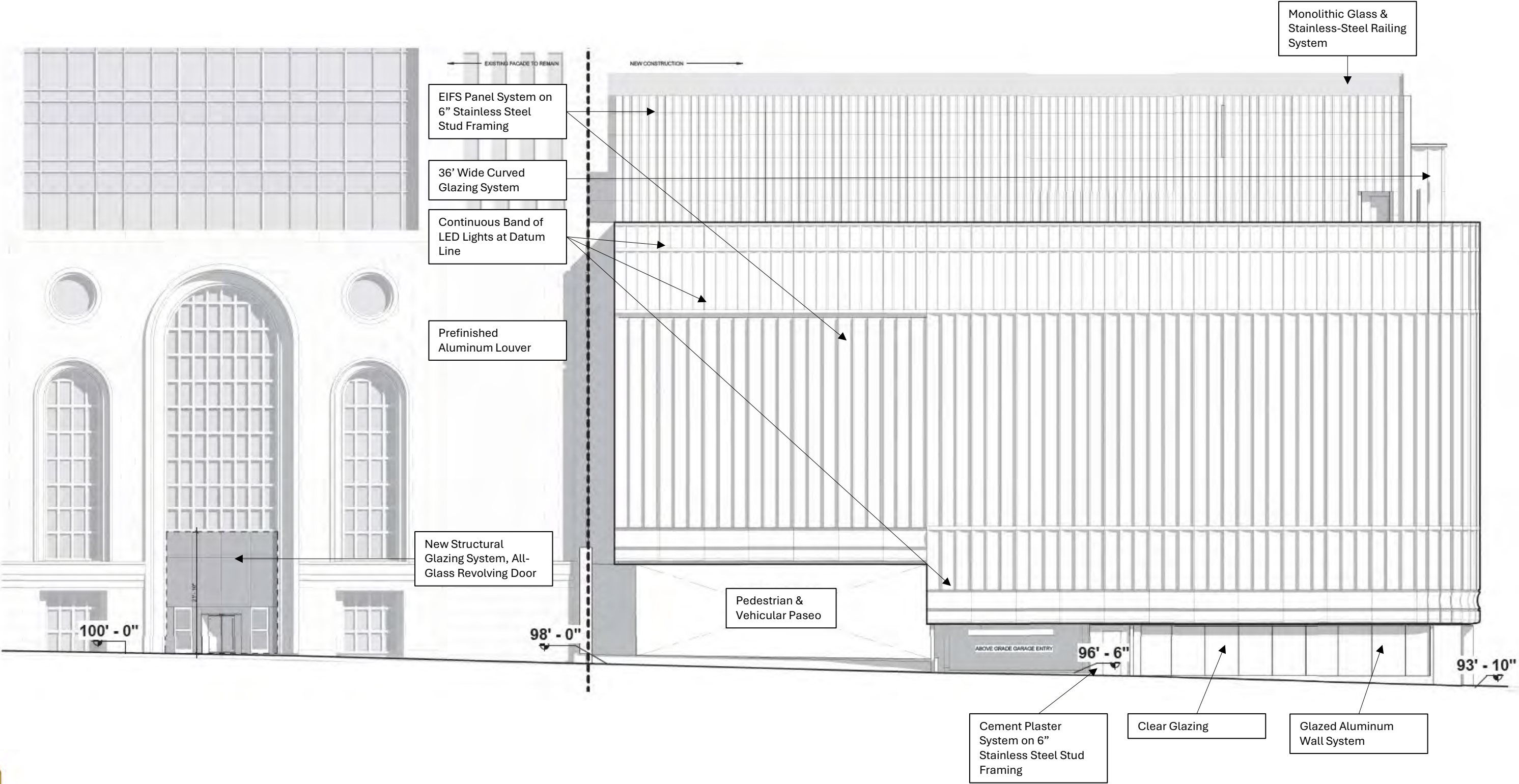
## MAIN STREET





# ELEVATIONS

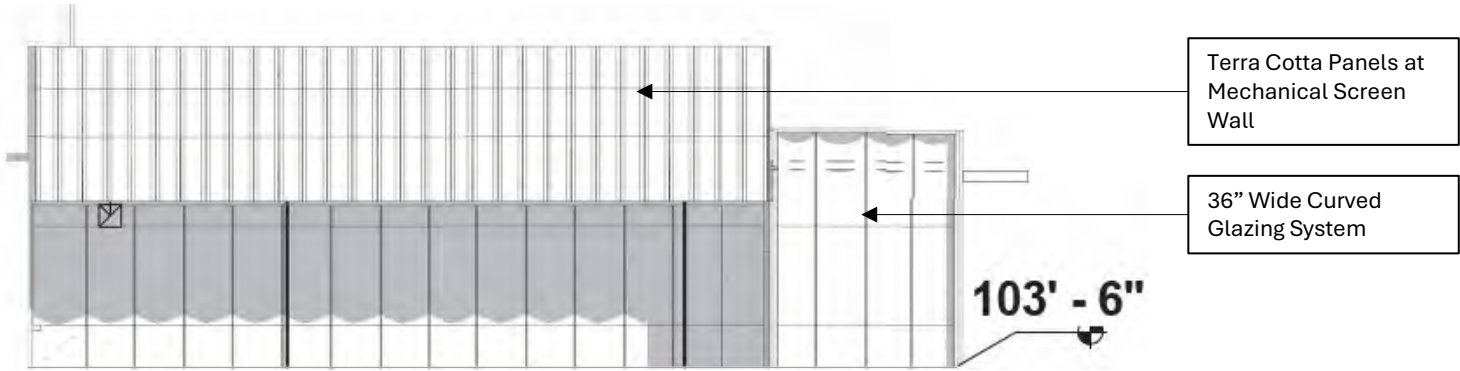
ELM STREET





# ELEVATIONS

ST. PAUL STREET

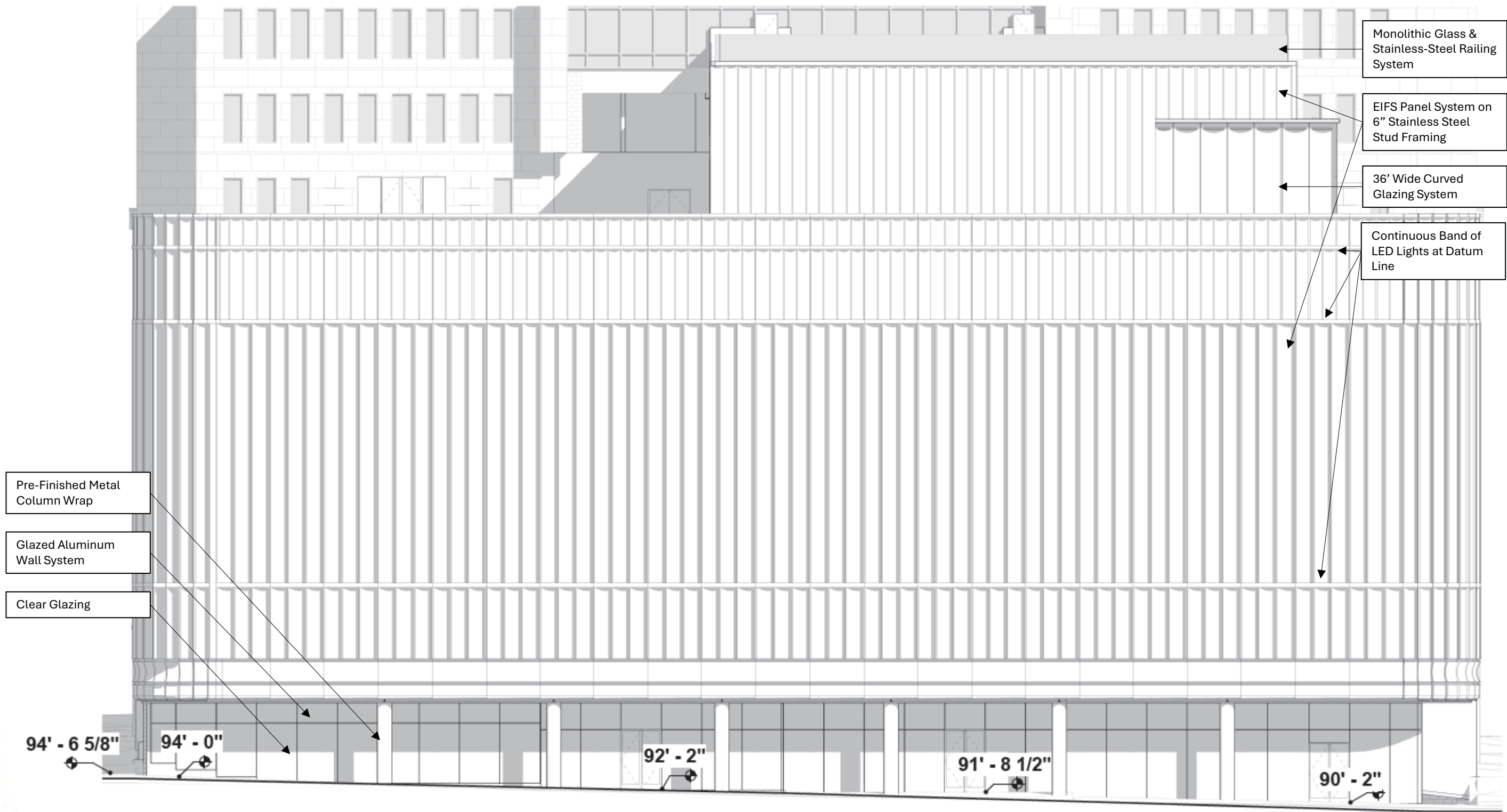


VIEW FROM MAIN STREET



# ELEVATIONS

ERVAY STREET



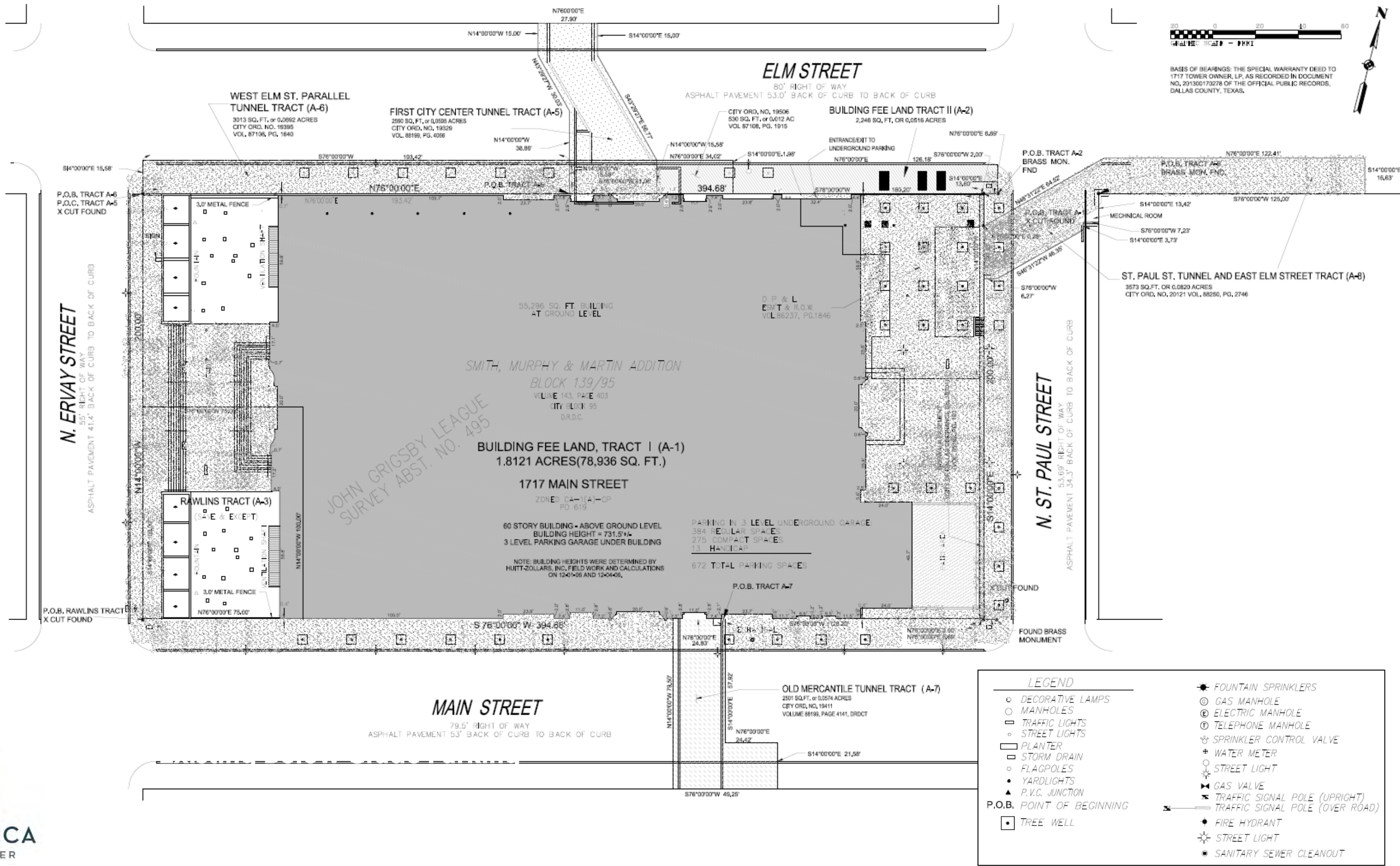


# TOPOGRAPHIC STUDY





# SURVEY





# INTERSECTION OF PODIUM & EXISTING BUILDING





