

Applicable Urban Design Priorities Project Should Achieve

[1] **Develop a vision for the future of West End's pedestrian environment that serves a multitude of social, recreational, and ecological needs.** Integrate green infrastructure elements into the pedestrian environment to enhance ecological sustainability and mitigate environmental impacts. This may include incorporation of street trees, rain gardens, bioswales, permeable pavement, and green roofs to manage stormwater runoff, improve air quality, and provide habitat for wild life.

Create safe, inviting, and vibrant pedestrian spaces that encourage usage, social interaction, and recreation. Incorporate opportunities for public art, seating, community gathering and play spaces.

Promote active transportation as a viable alternative to driving.

[2] **Design, building placement, access, and transparency should be leveraged to establish a vibrant and livable community near the DART rail lines that responds to it's unique location and mix of neighboring uses.**

Development should include a mix of dense, thoughtfully articulated housing models that engage the street and locate community spaces and flexible mixed uses for maximum benefit. Consideration should also be given to retail opportunities that could benefit new and existing nearby residents and transit users.

[3] **Consider how the proposed phasing can maximize the success of the development and neighborhood over time.** Ensure project can remain responsive to evolving needs, capitalize on opportunities, provide infrastructure and public amenities that support the needs of residents, businesses, and visitors as the project evolves.

[4] **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 that makes them usable and interesting. Provide human-scale details viewable at ground level on building frontages, street furniture, and landscaping.

Previously Reviewed UDPRP Projects

1. Elm Street Garage, 2013
2. Purse Building, 2013
3. West End Marketplace Hotel, 2014
4. FactorySix03, 2016
5. Corgan Building Expansion, 2017
6. Field Street District, 2024

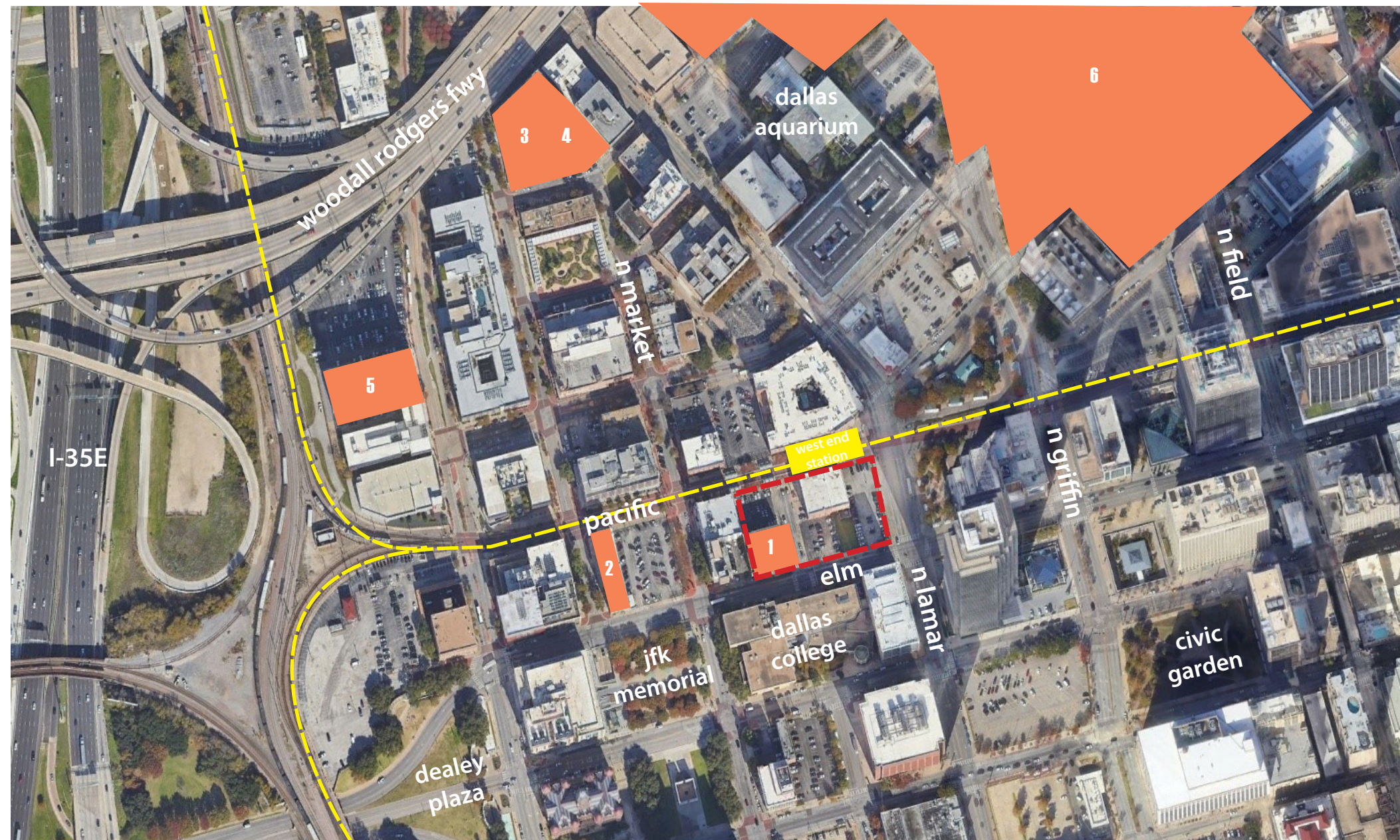
Policy References

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part II & III, Part IV [City Center]

The 360 Plan
Chapters IV & V

Urban Transit Design Guidelines



Context Description

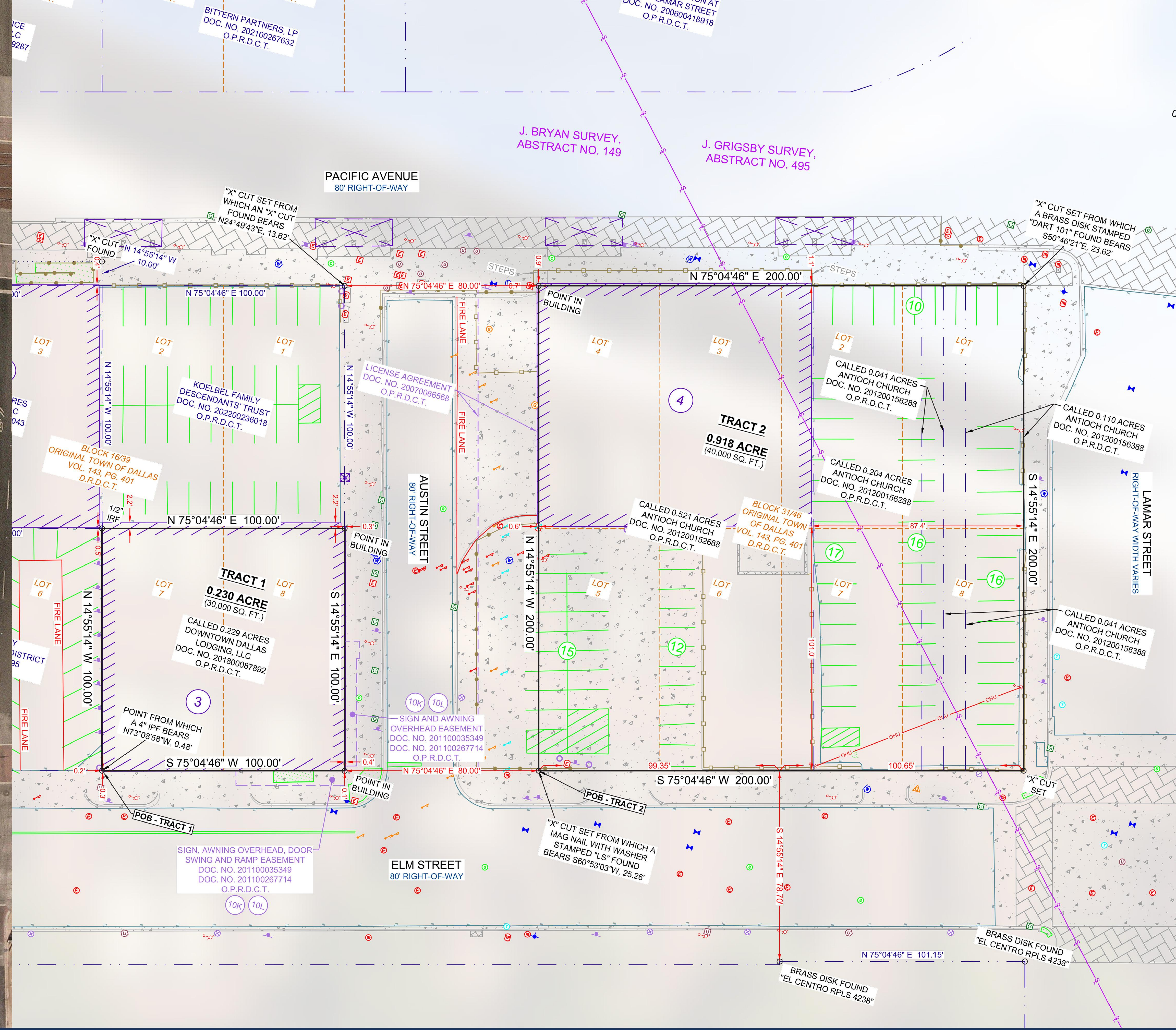
West End Square Lofts is a proposed mixed use development located on the 700 and 800 block of Elm Street adjacent to the West End DART rail station. The project components are a historic building, a historic garage, and a new apartment building totaling approximately 288,000 gross square ft. A total of 20,000 square feet of retail and 205,000 square feet of apartment construction is planned. The site will include an approximately half acre pedestrian plaza between the residential and parking components. Within the existing historic building and the new construction component, 154 units of housing are planned with a portion including affordable workforce housing.

The goal of this new development is to provide affordable housing, revitalize the area around the West End DART station, and provide a new retail destination around the pedestrian plaza. West End Lofts will remove almost an acre of existing surface parking in the downtown grid and replaces it with open space and new housing.

West End Square Lofts

Neighborhood:
West End (City Center TIF District)

Program:
Mixed-Use / Office / Residential
Open Space
Preservation / Renovation



23151.00

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Site Location + Survey

EMERSON-BRANTINGHAM LOFTS
DALLAS, TEXAS

14 June 2024





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0" 10" 20"



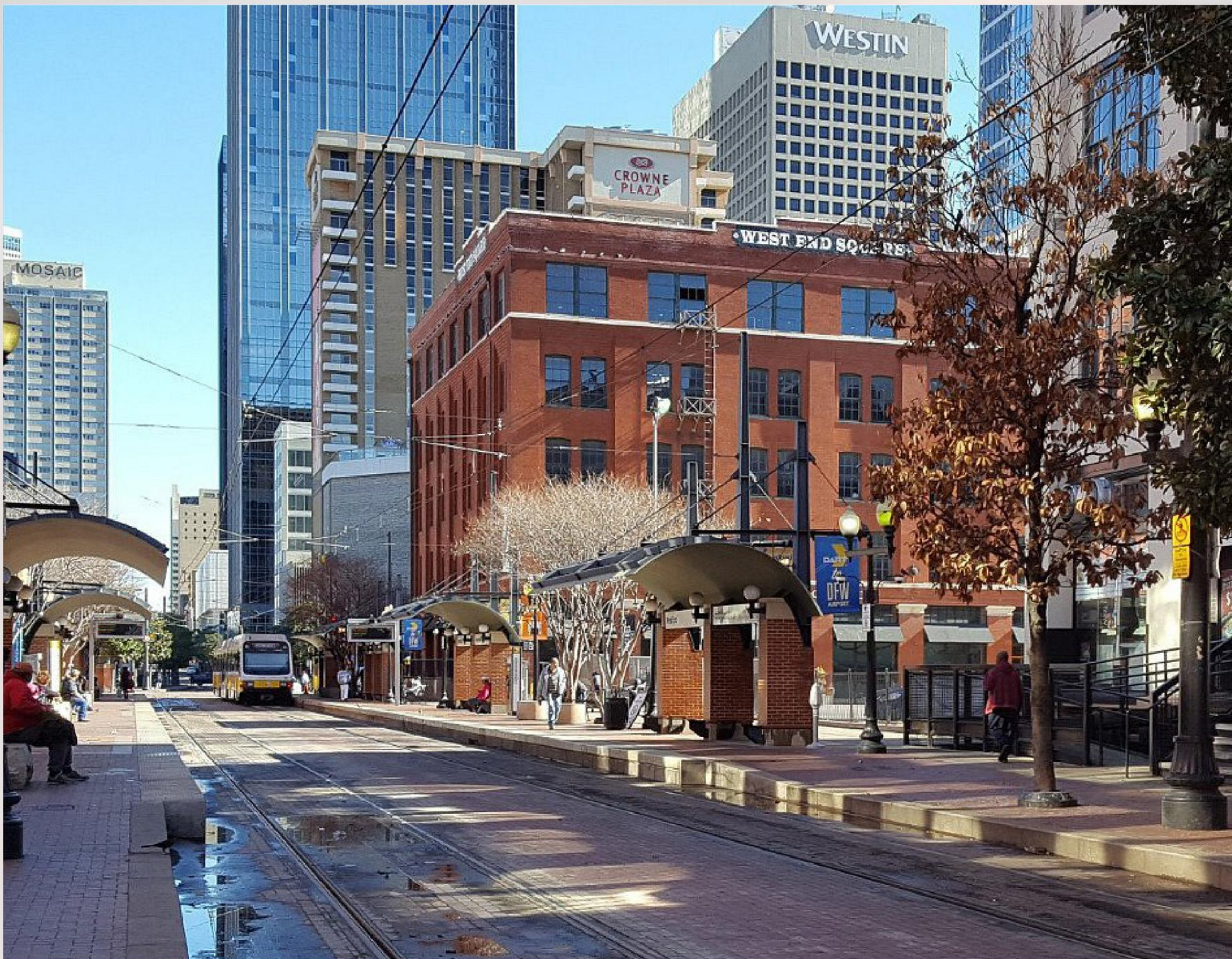
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Location

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14 June 2024



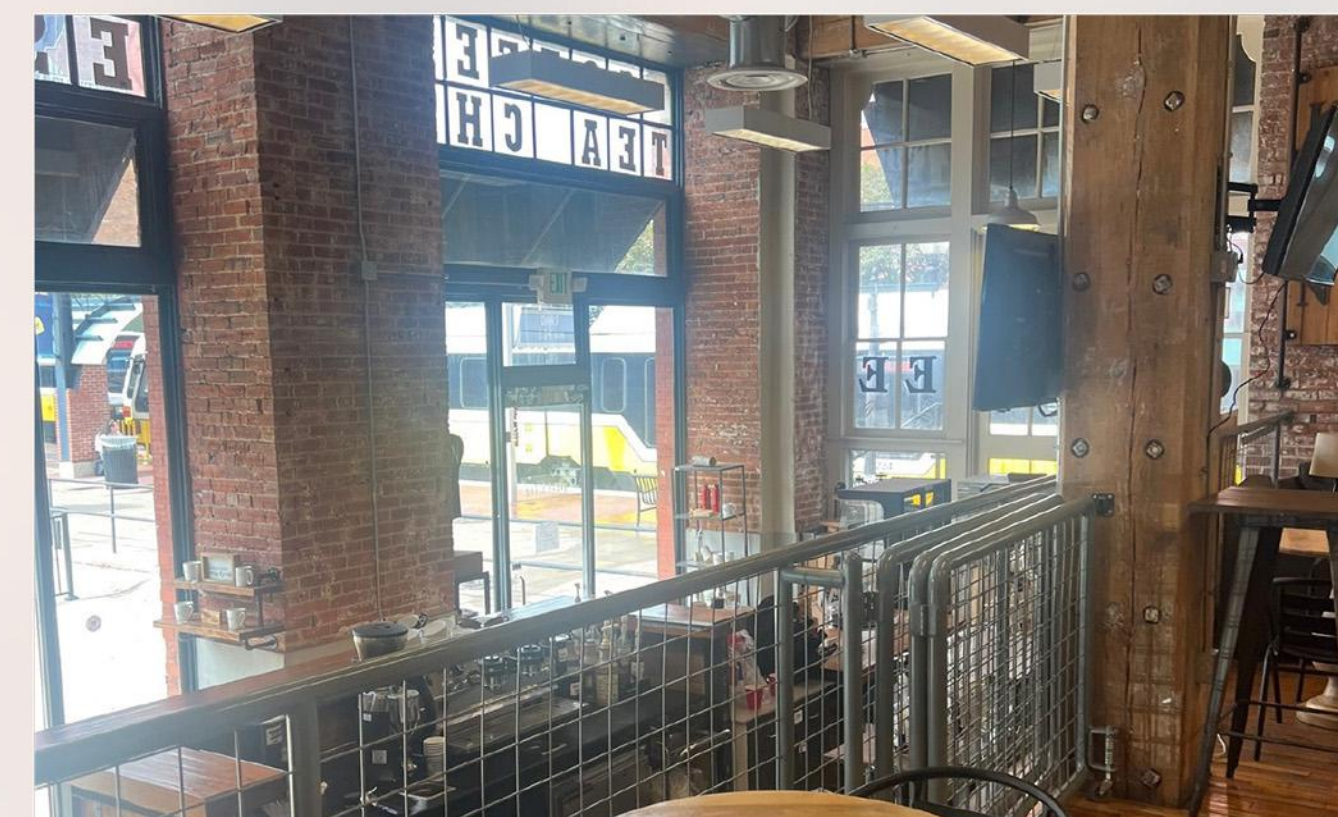
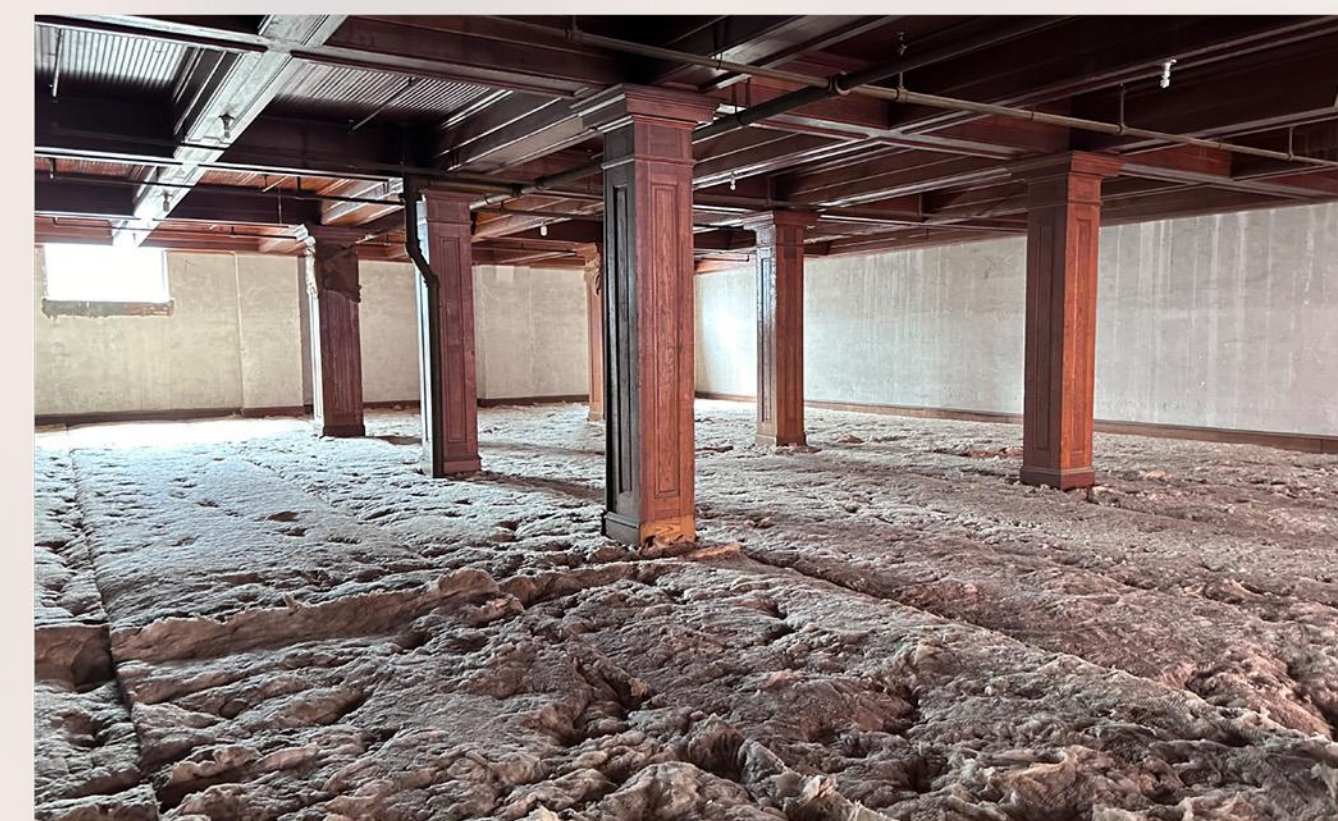
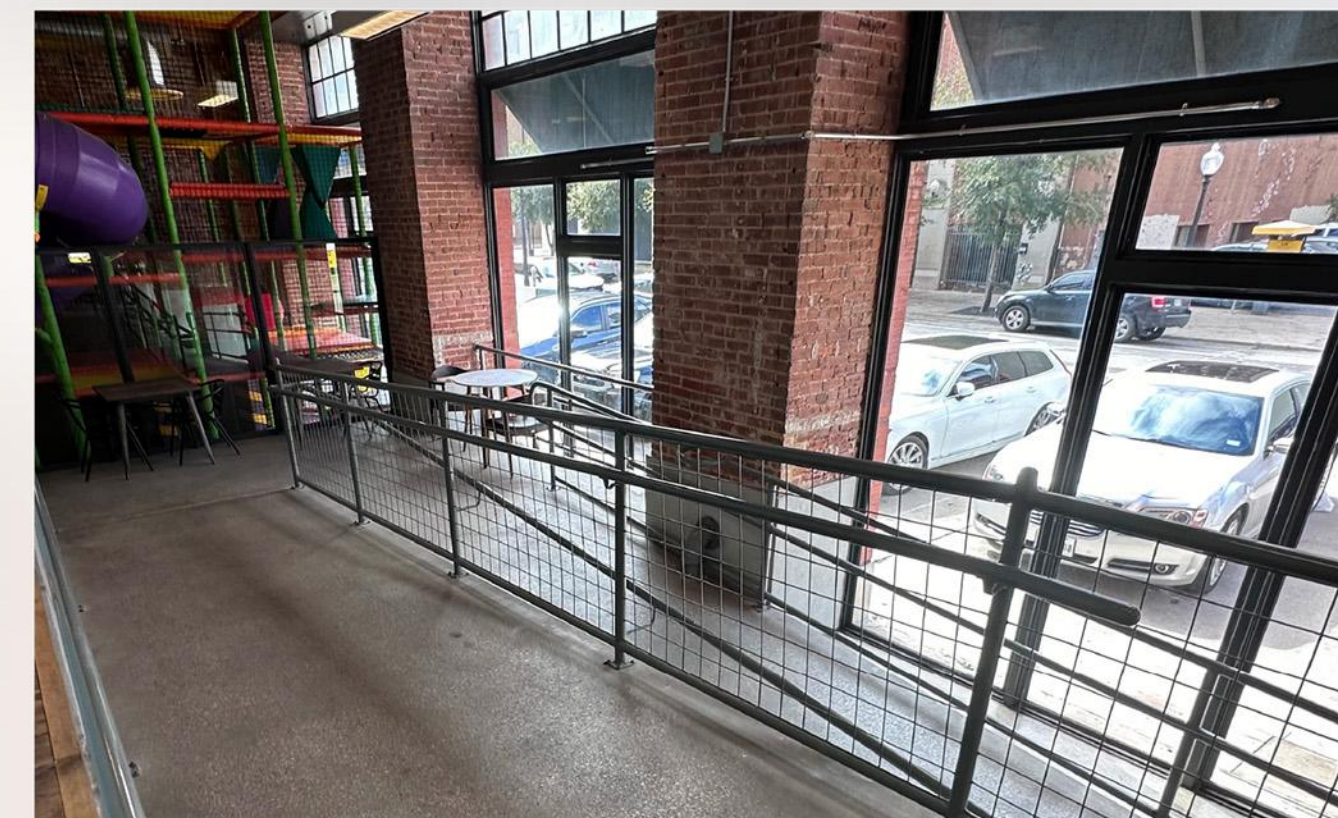
805 Elm Street | Southeast
north market street + pacific avenue



805 Elm Street | West
north austin street



805 Elm Street | Southeast
historical image, 1978



805 Elm Street
interior



805 Elm Street | Northeast
n austin street



711 Elm Street | Northwest
n austin street + elm street



711 Elm Street | Northwest
n lamar street + elm street



711 Elm Street | Southwest
n austin street + pacific avenue

23151,00

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805 Elm Street + 711 Elm Street Site Imagery

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NORTH MARKET STREET

LAMAR STREET

ELM STREET

805 ELM STREET, DALLAS, TEXAS 75202
5 STORY EXISTING BUILDING
56 MULTI-FAMILY UNITS

711 ELM STREET
DALLAS, TEXAS 75202
6 STORY EXISTING BUILDING
140 PARKING SPACES

NEW CONSTRUCTION
6 STORY BUILDING
98 MULTI-FAMILY UNITS

Architectural Site Plan

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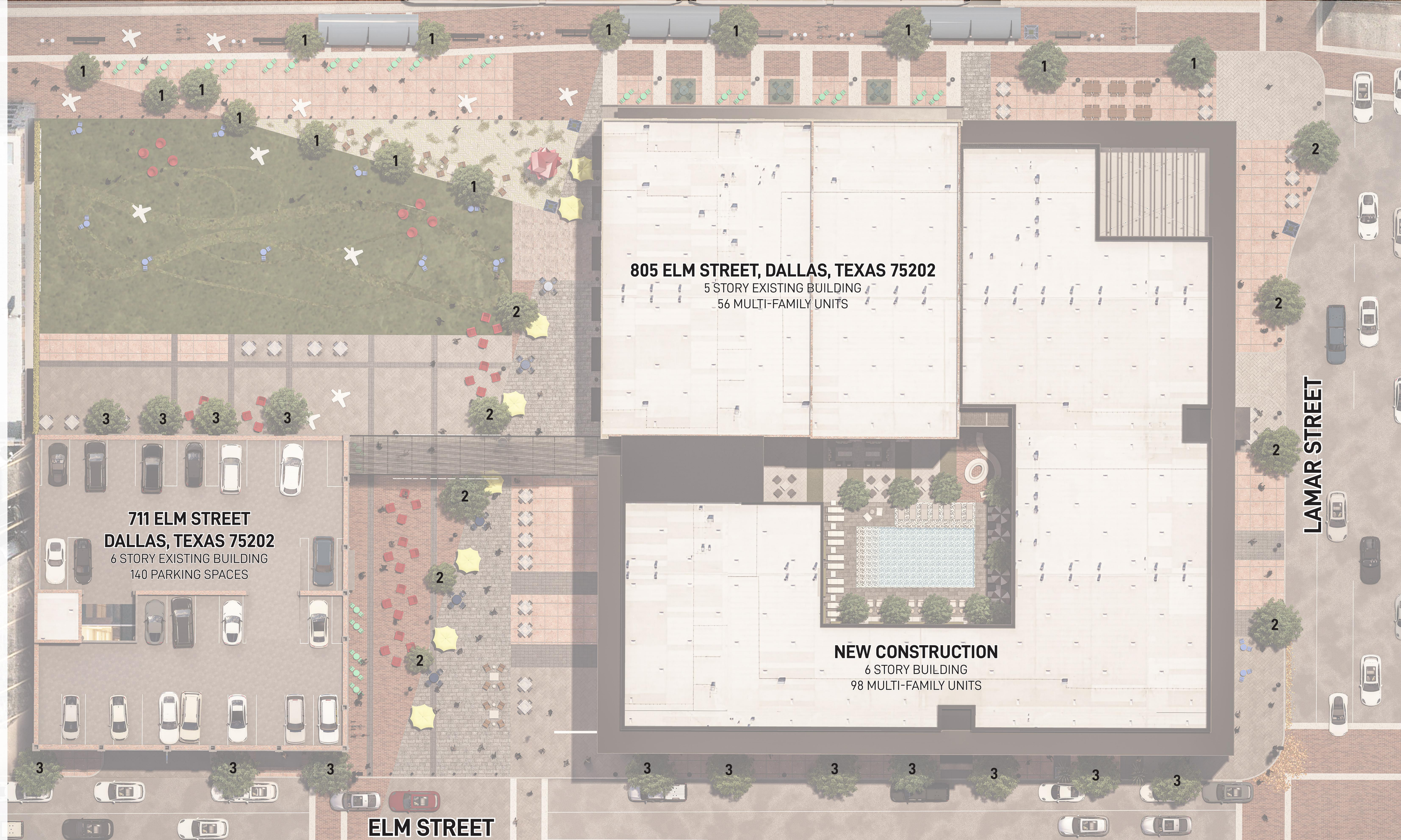
0" 10" 20"

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VEGETATION SPECIES KEY

- CLAUDIA WANAMAKER MAGNOLIA 1
- CEDAR ELM 2
- PRINCETON ELM 3

STREET SECTION AT ELM STREET



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0" 10" 20"

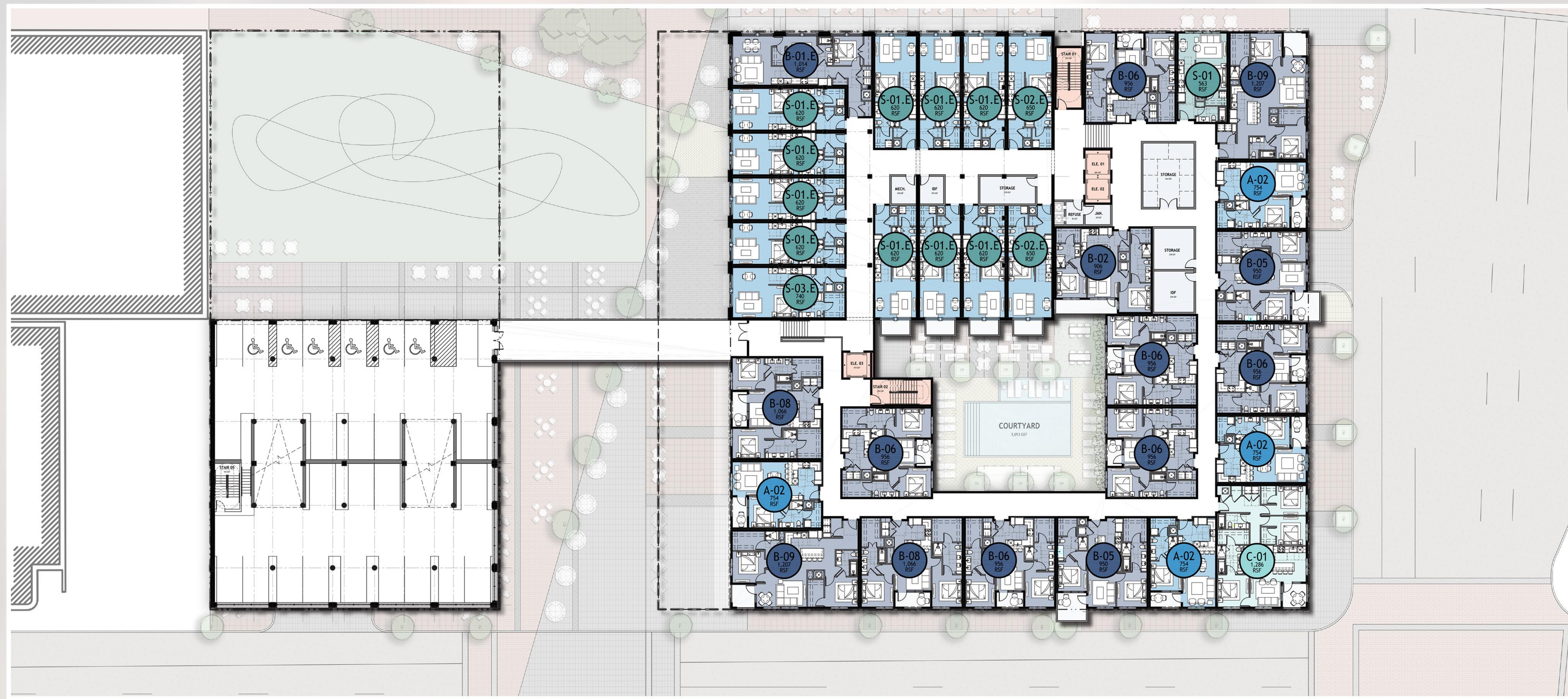
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Street Section + Vegetation Plan

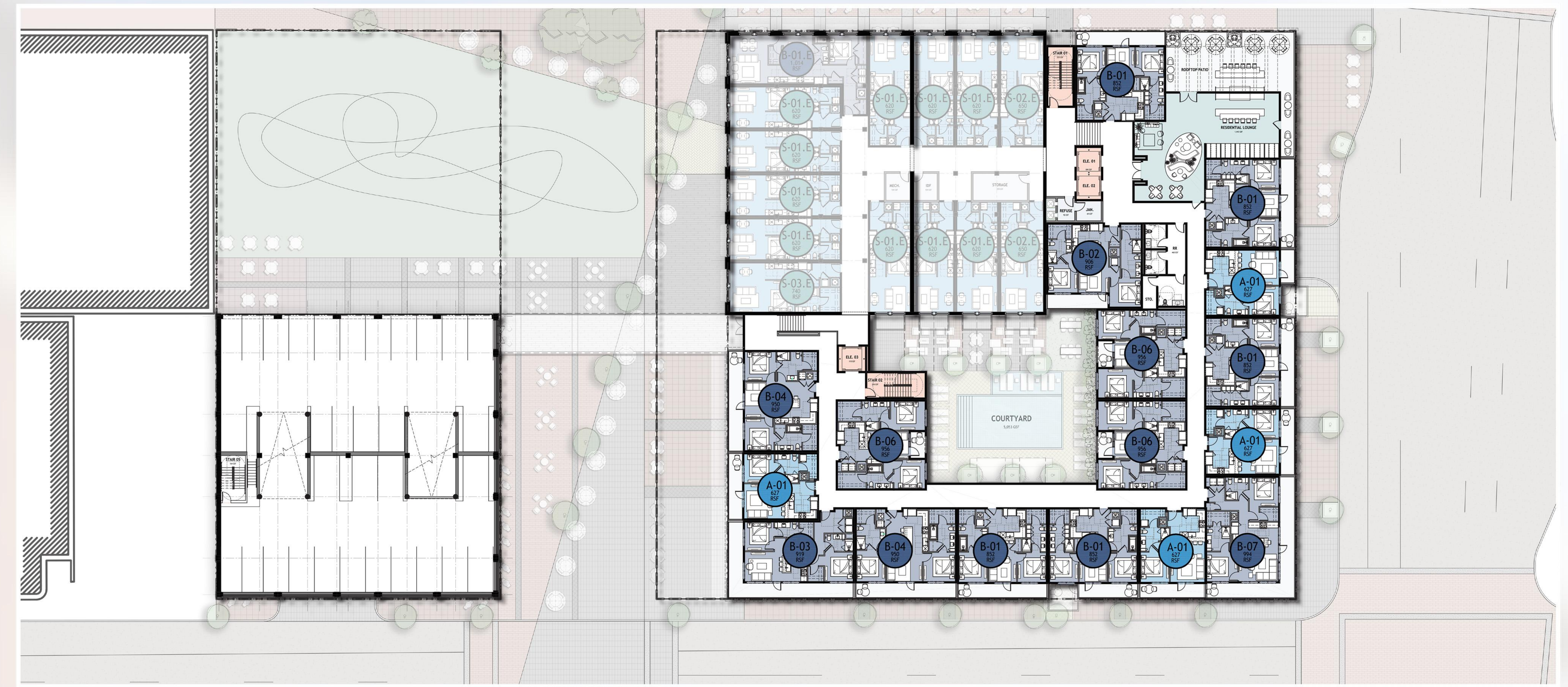
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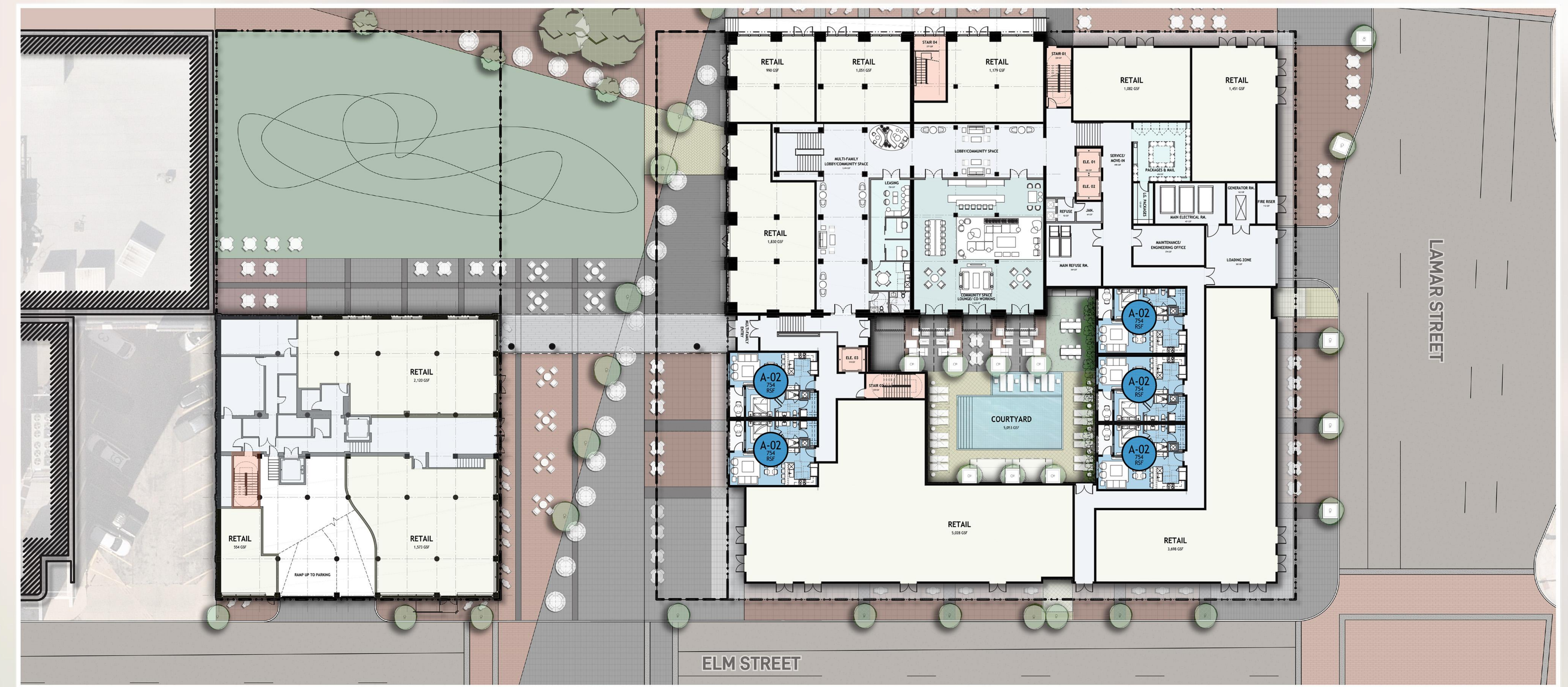
Levels 02 - 05 Floor Plan



Level 06 Floor Plan



Basement Level Floor Plan



Level 01 Floor Plan

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0" 20" 40"



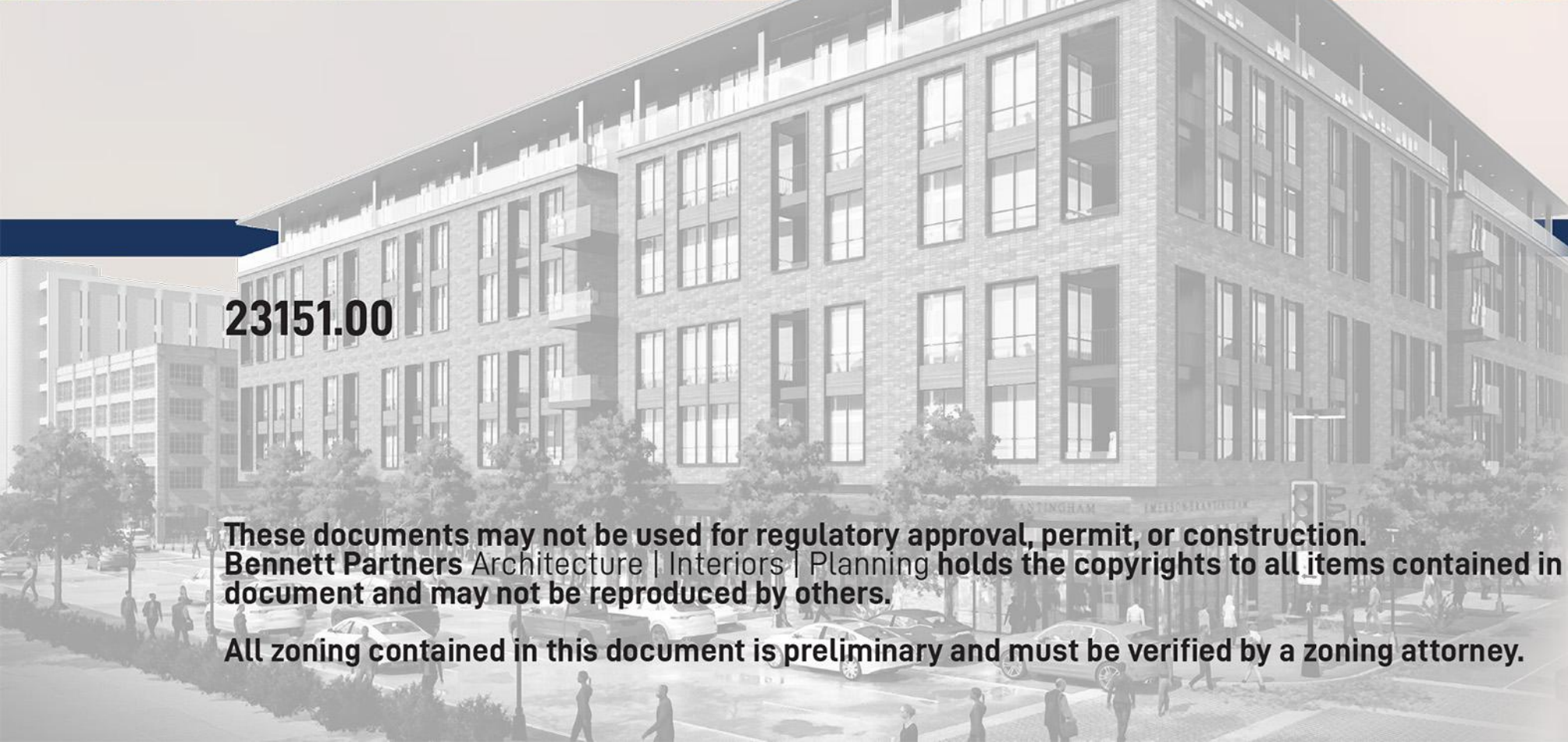
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Overall Floor Plans

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Conceptual Architectural Design

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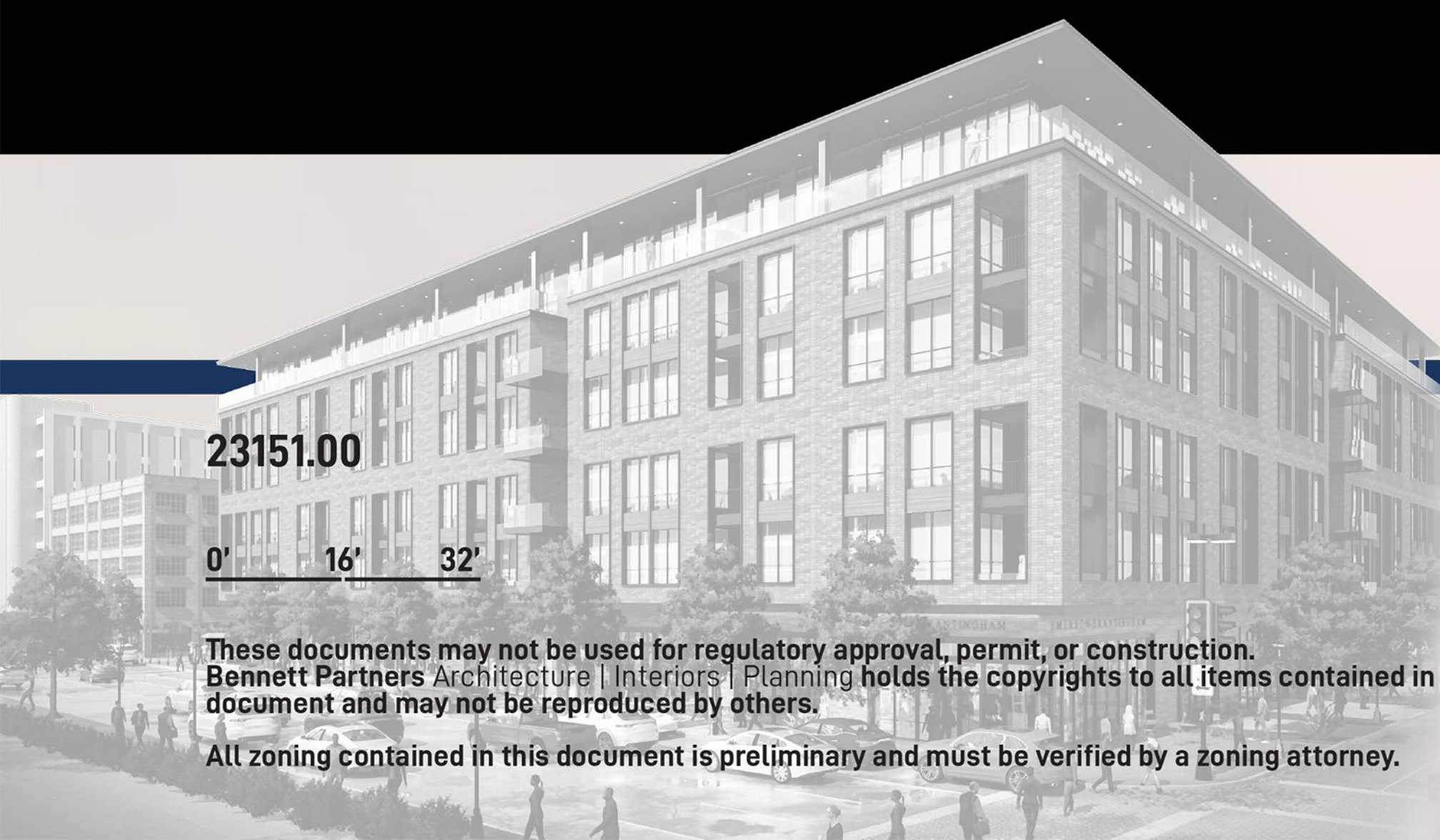
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COURTYARD WEST - N AUSTIN STREET SOUTH - ELM STREET



EAST - LAMAR STREET NORTH - PACIFIC AVENUE (DART LIGHT RAIL)



23151.00

0' 16' 32'

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Conceptual Architectural Elevations

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