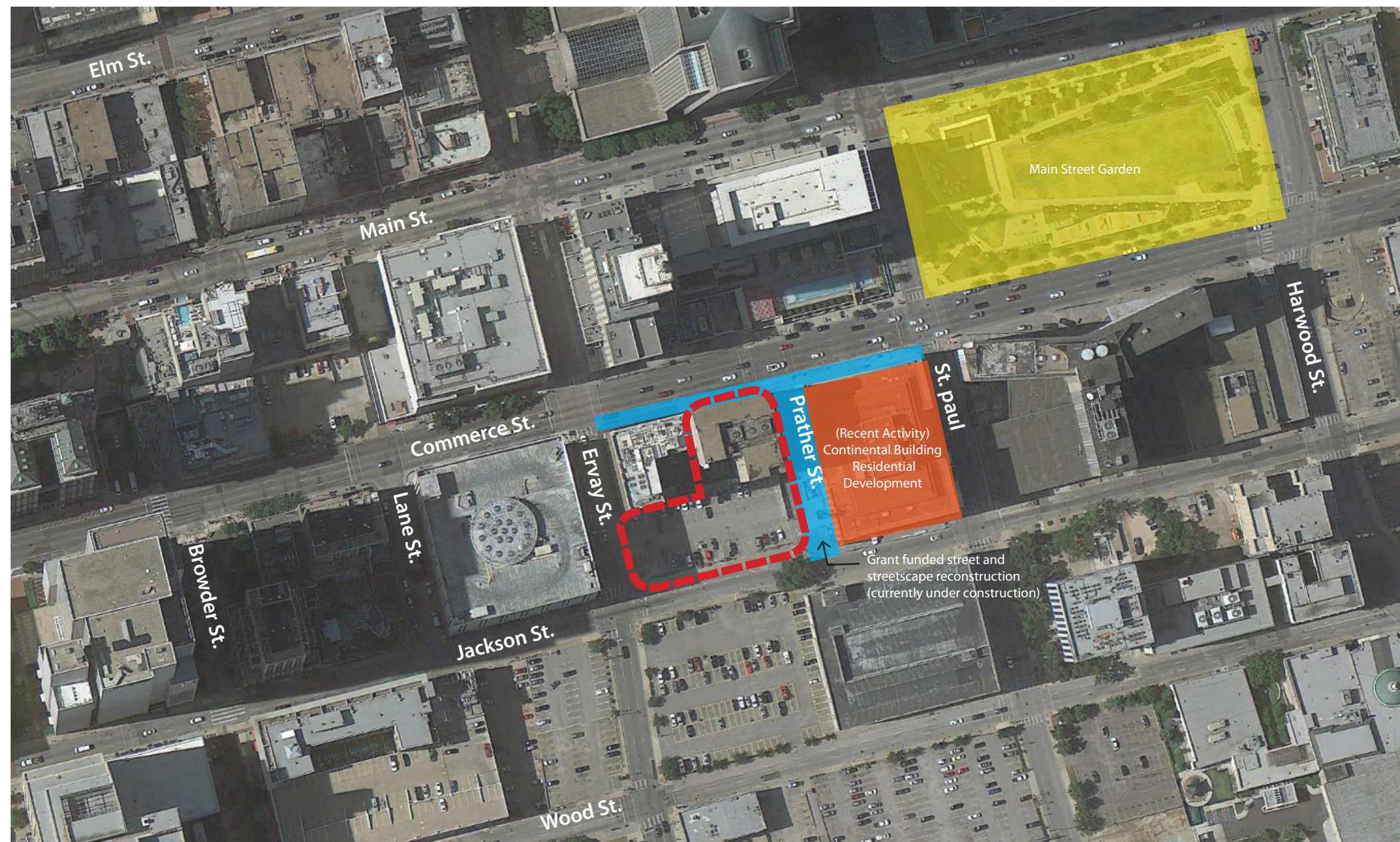


## Applicable Urban Design Priorities Project Should Achieve

- [1] **Introducing ground floor lease space along Ervay St. frontage** - Ground floor lease space should be introduced along the proposed garage at Ervay St. to support the Ervay corridor as well as adjacent uses established on the development block. This also strengthens the development potential of the surface lots to the south and helps to support the need for consistent active uses along the Ervay corridor.
- [2] **Locating service uses primarily along Jackson St. while minimizing widths of any related drives** - Primary service uses should be located along Jackson St. and should be designed with minimum allowable drive widths to lessen their impact on the pedestrian sidewalk.
- [3] **Masking or treating the exposed face of parking garage** - The upper levels of the parking garage should be treated in a way that softens its appearance. Screening solution should sufficiently mask vehicles and help the garage to feel like a building rather than a garage.
- [4] **Working with regulatory bodies to allow ground level openings along Prather St.** - Prather street is currently under construction with new streetscape and sidewalks. Historic tax credit application should include a proposal to create openings at the ground level along Prather Street. Planned retail uses at the northwest corner of the adjacent Continental Building presents an opportunity to create a center of activity at the north end of Prather, which is in close proximity to Main Street Garden.



## Policy References

Downtown Dallas 360  
Chapter 3, Chapter 4

Forward Dallas!  
Section 5 [urban design element]

## Context Description

The site is located in the edge of the Main Street district of downtown. The block currently consists of an occupied tower on the northwest corner and the vacant 1712 Commerce at the northeast corner. The rear of the block is currently used as surface parking lot. The redevelopment of 1712 Commerce proposes that the existing surface lot becomes a six level garage.

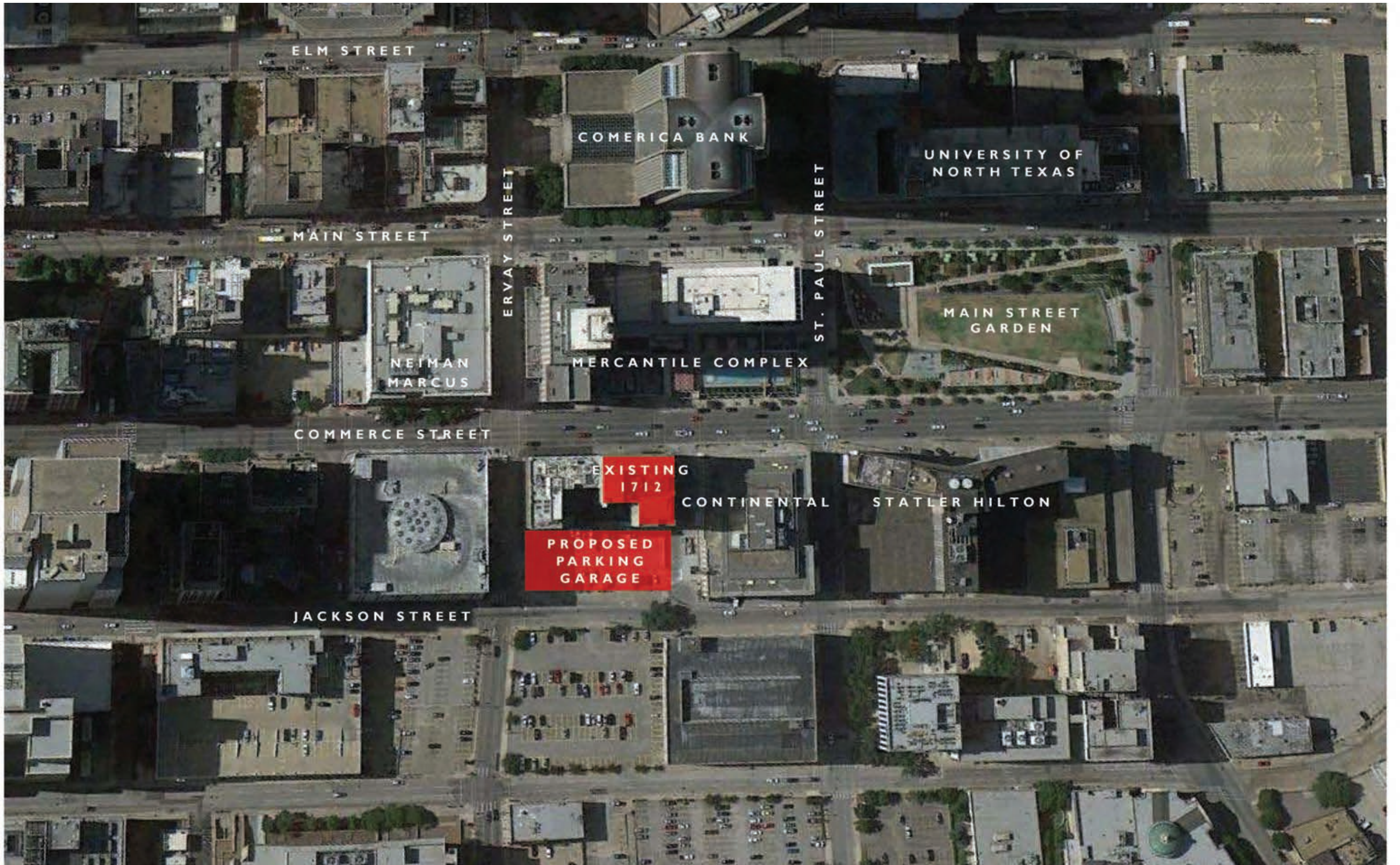
Major considerations for this site include coordination with plans for adjacent Continental Tower, east of the development. Retail space at the ground level at the northwest corner of Continental Tower present an opportunity to support ground level activity through direct access to Prather Street. There is also opportunity to strengthen existing retail on the block and Ervay corridor by introducing leasable space at ground level of garage along Ervay. The adjacent conditions of the site also suggest that service uses should be oriented toward the Jackson street frontage.

## 1712 Commerce

Neighborhood:  
Downtown

Program:  
Residential  
Retail





ELM STREET

COMERICA BANK

UNIVERSITY OF  
NORTH TEXAS

MAIN STREET

ERVAY STREET

ST. PAUL STREET

MAIN STREET  
GARDEN

NEIMAN  
MARCUS

MERCANTILE COMPLEX

COMMERCE STREET

EXISTING  
1712

CONTINENTAL

STATLER HILTON

PROPOSED  
PARKING  
GARAGE

JACKSON STREET







VIEW SOUTHWEST ACROSS COMMERCE STREET



VIEW SOUTHEAST ACROSS COMMERCE STREET



VIEW SOUTHWEST

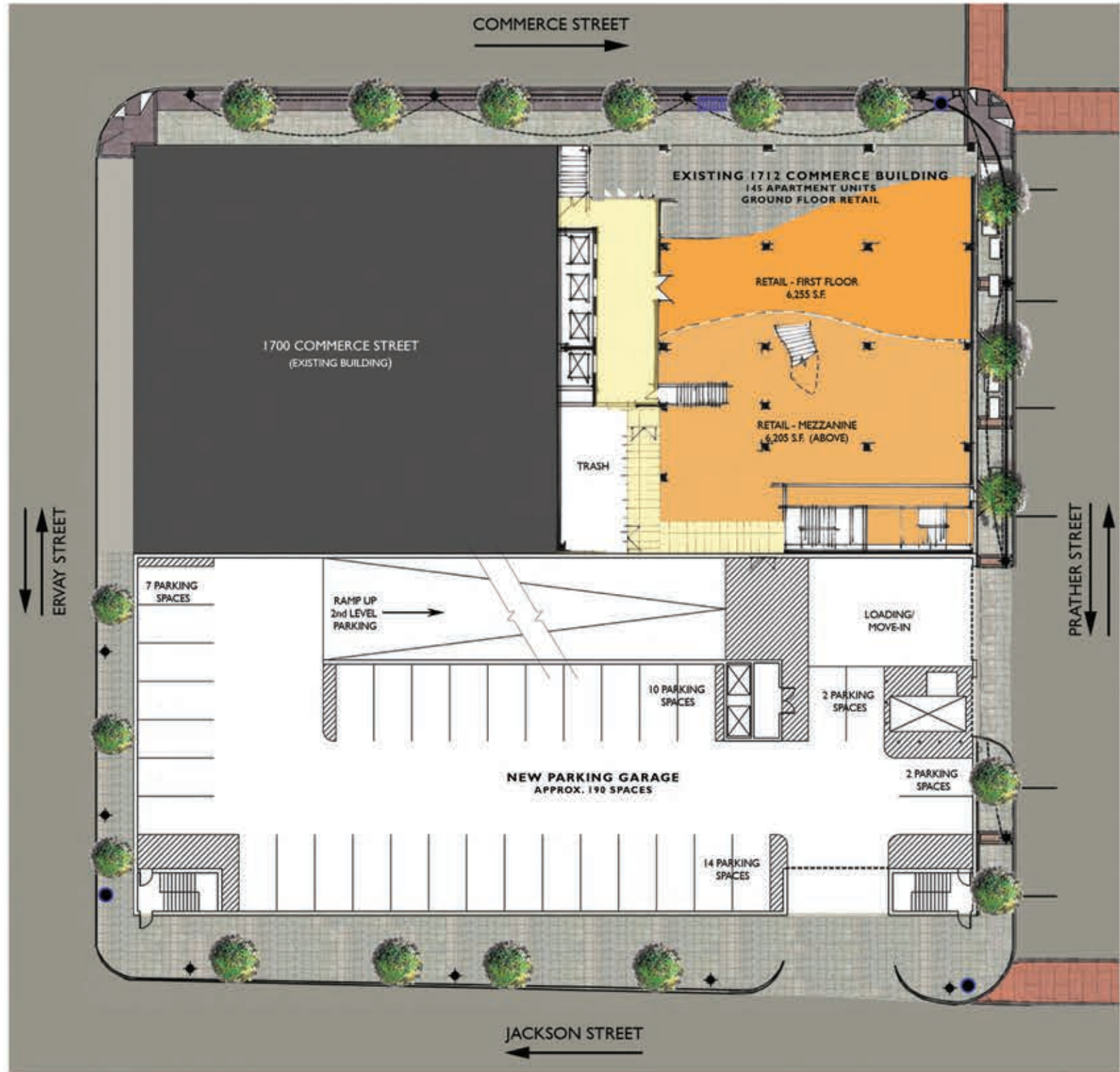


VIEW SOUTHWEST ACROSS MAIN STREET GARDEN



VIEW NORTH OF SOUTH ELEVATION

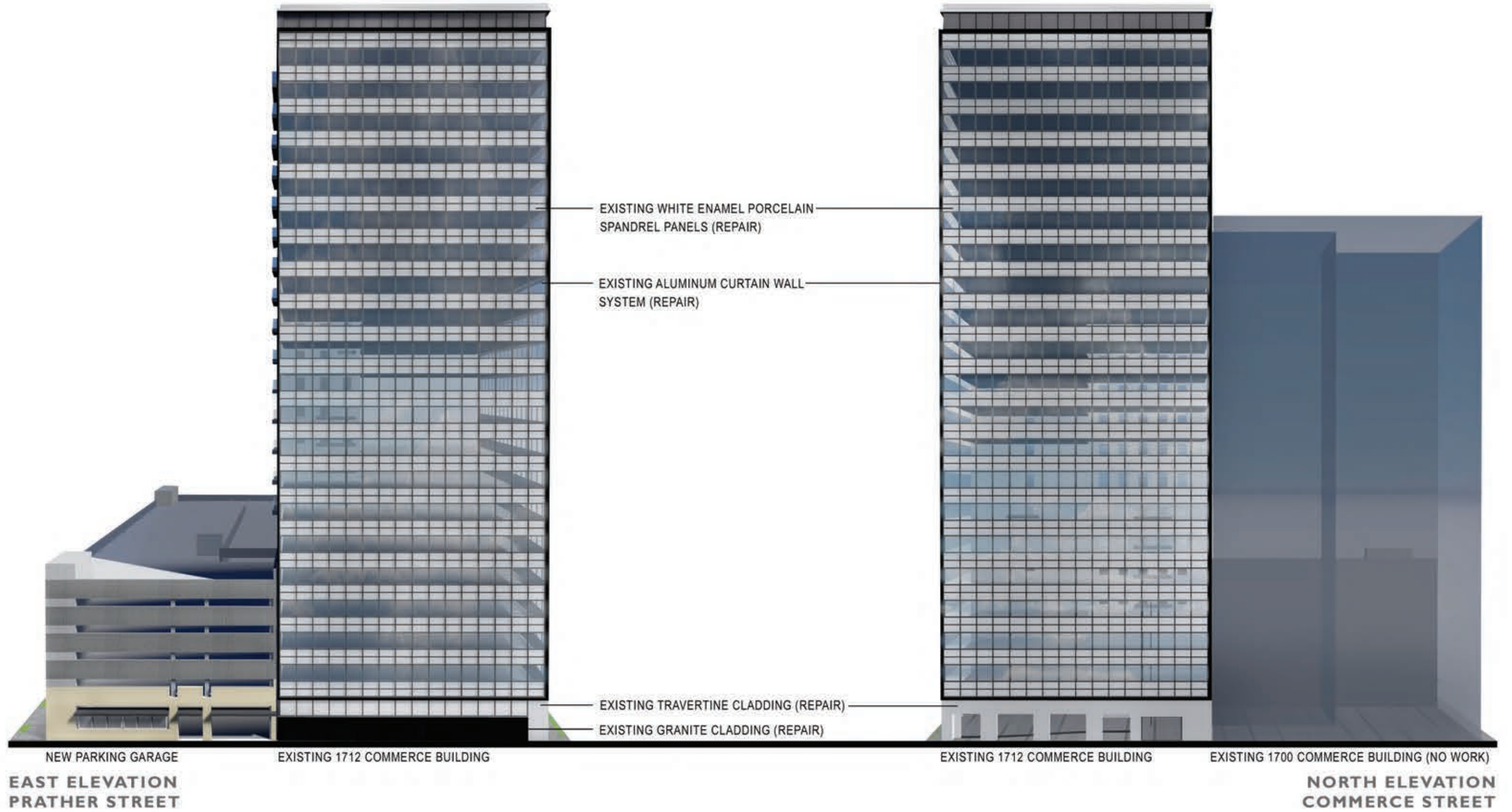




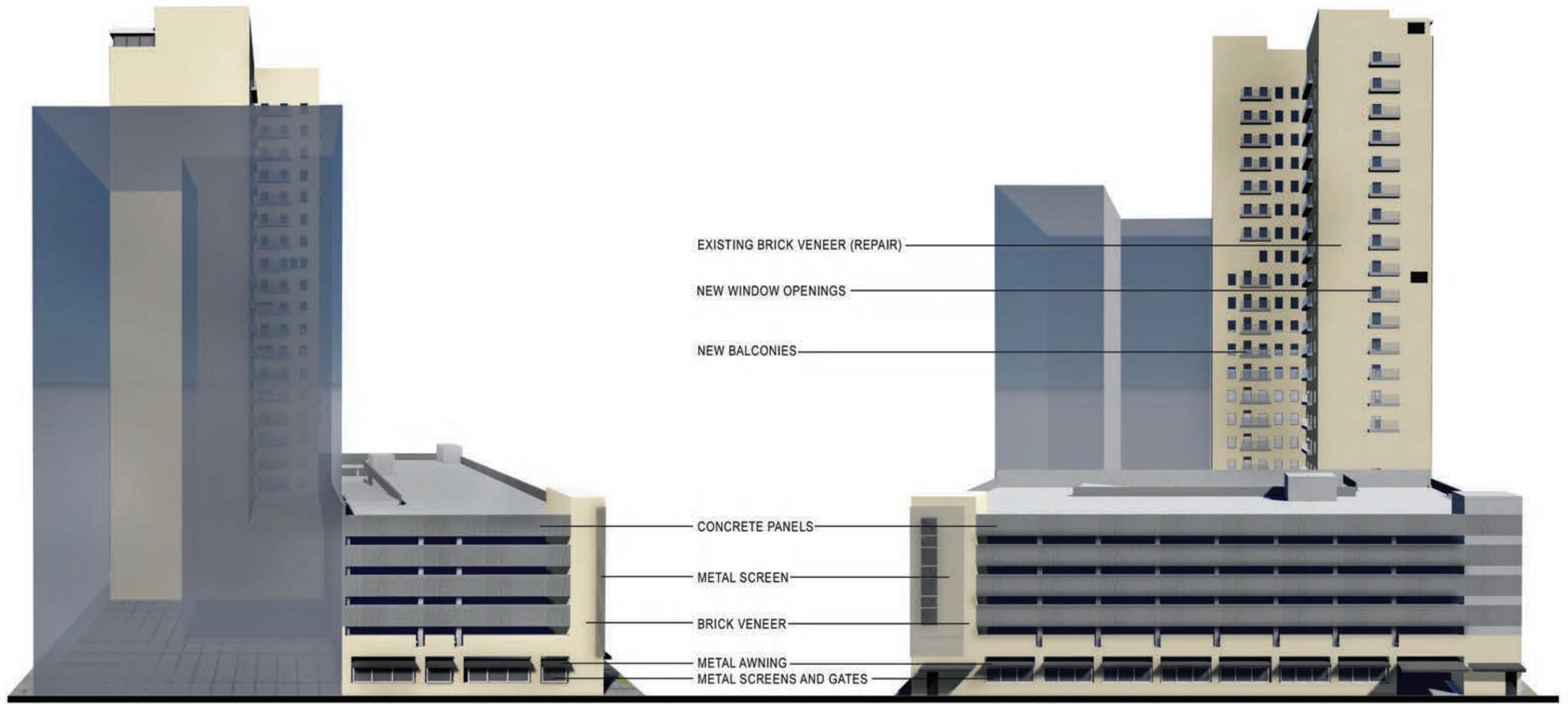
**MATERIALS LEGEND:**

	SCORED CONCRETE
	SAWDUST GRID
	PAVED CONCRETE
	VEHICULAR PAVING ON CONCRETE BASE
	PROPOSED PEDESTRIAN LIGHT
	TREE IN PLAN
	PROPOSED PEDESTRIAN BENCH
	PROPOSED PEDESTRIAN WASTE RECEPTACLE

**SITE PLAN/  
GROUND FLOOR PLAN**







EXISTING BRICK VENEER (REPAIR)

NEW WINDOW OPENINGS

NEW BALCONIES

CONCRETE PANELS

METAL SCREEN

BRICK VENEER

METAL AWNING  
METAL SCREENS AND GATES

EXISTING 1700 COMMERCE BUILDING (NO WORK) NEW PARKING GARAGE

NEW PARKING GARAGE

**WEST ELEVATION**  
**ERVAY STREET**

**SOUTH ELEVATION**  
**JACKSON STREET**

