

Applicable Urban Design Priorities that Project Should Achieve

- [1] Explore opportunities to engage Thanksgiving Square with the streetscape design along the northern edge of the site -

Improvements are being discussed with the ownership of Thanksgiving Square to allow for more engagement with the street through the lowering or removal of the perimeter wall and creation of additional entrances. This represents an opportunity to design the streetscape to encourage the engagement with that space.

- [2] Create a meaningful street presence through activation of the exterior space adjacent to interior retail leases. -

Due to the existing building setback, effort should be made to generate an engaging "street wall" presence along Elm and Pacific by activating the exterior space with patios, seating and/or programming to create a recognizable street edge for passing pedestrians.

- [3] Enhancing the exterior pedestrian passages with active ground level uses -

Pedestrian passages become more inviting and more frequently trafficked if there are entrances and uses that can be directly accessed from the passage. The removal of the existing planters also greatly increases the usability of these spaces.



Policy References

Downtown Dallas 360
Chapter 3, Chapter 4

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV [city center]

Context Description

The site is located in the main street district downtown with the primary building facades along Elm Street and Pacific Avenue. The tower is directly between Thanksgiving Square and the stone street pedestrian connection, which terminates at the tower's Elm St. elevation. Akard Station is one block from the development. The building exhibits existing exterior pass-throughs on the east and west sides framing potential connections between Elm St. and Pacific Ave.

Key project considerations consist of overcoming the challenges created by the existing building setbacks which disengage the building from the street, and generating a meaningful street presence through site design, landscape, and exterior retail presence.

1601 Elm St

Neighborhood:
Thanksgiving/Commerce Center

Program:
Lobby upgrades and new retail space facilitated through exterior street-level enhancements

Use : Office/Retail



Thanksgiving Tower

03.17.2014

City of Dallas

URBAN DESIGN PEER REVIEW

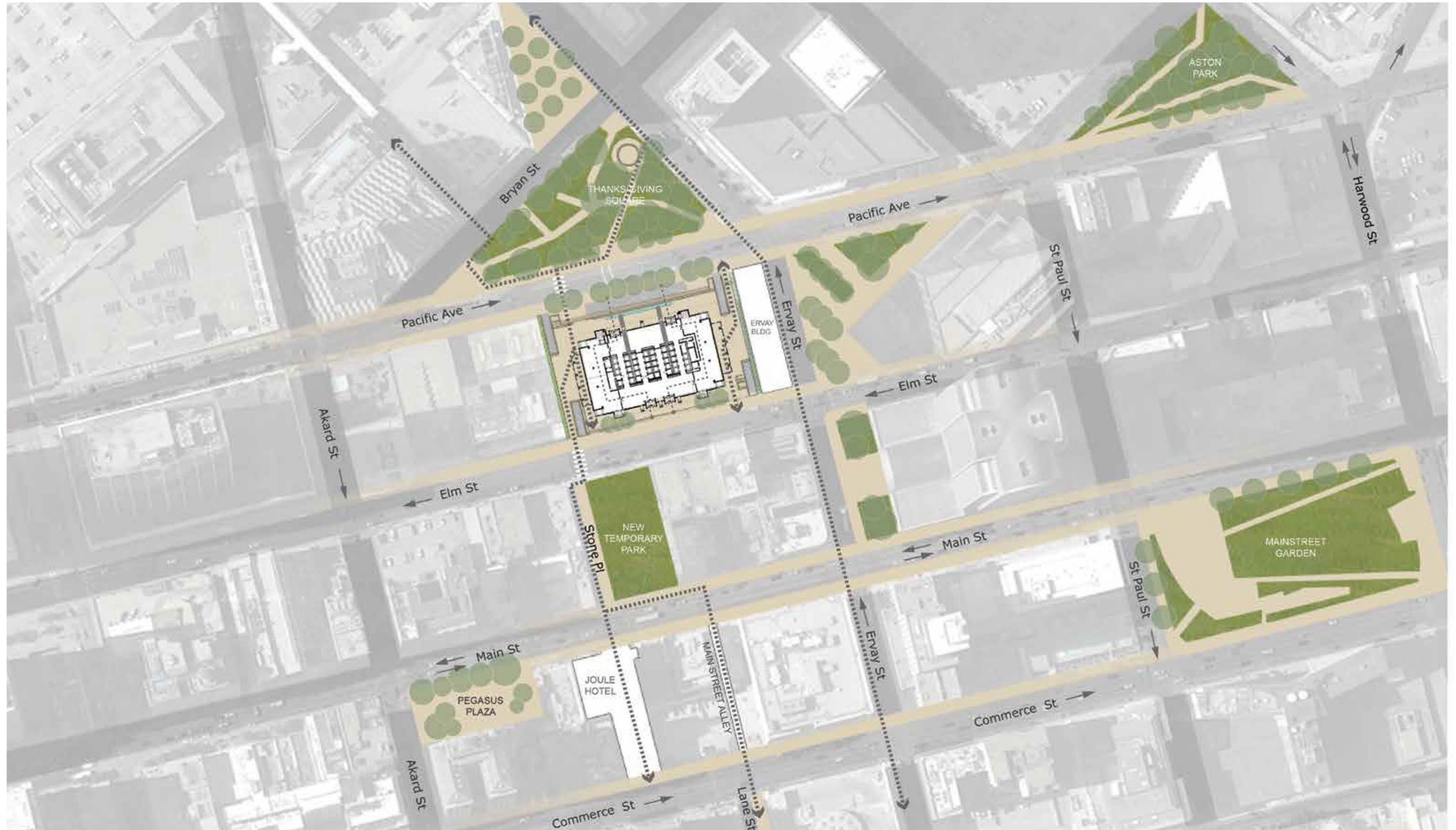
WOODS CAPITAL

Architecture Operations DPC / James Carpenter Design Associates

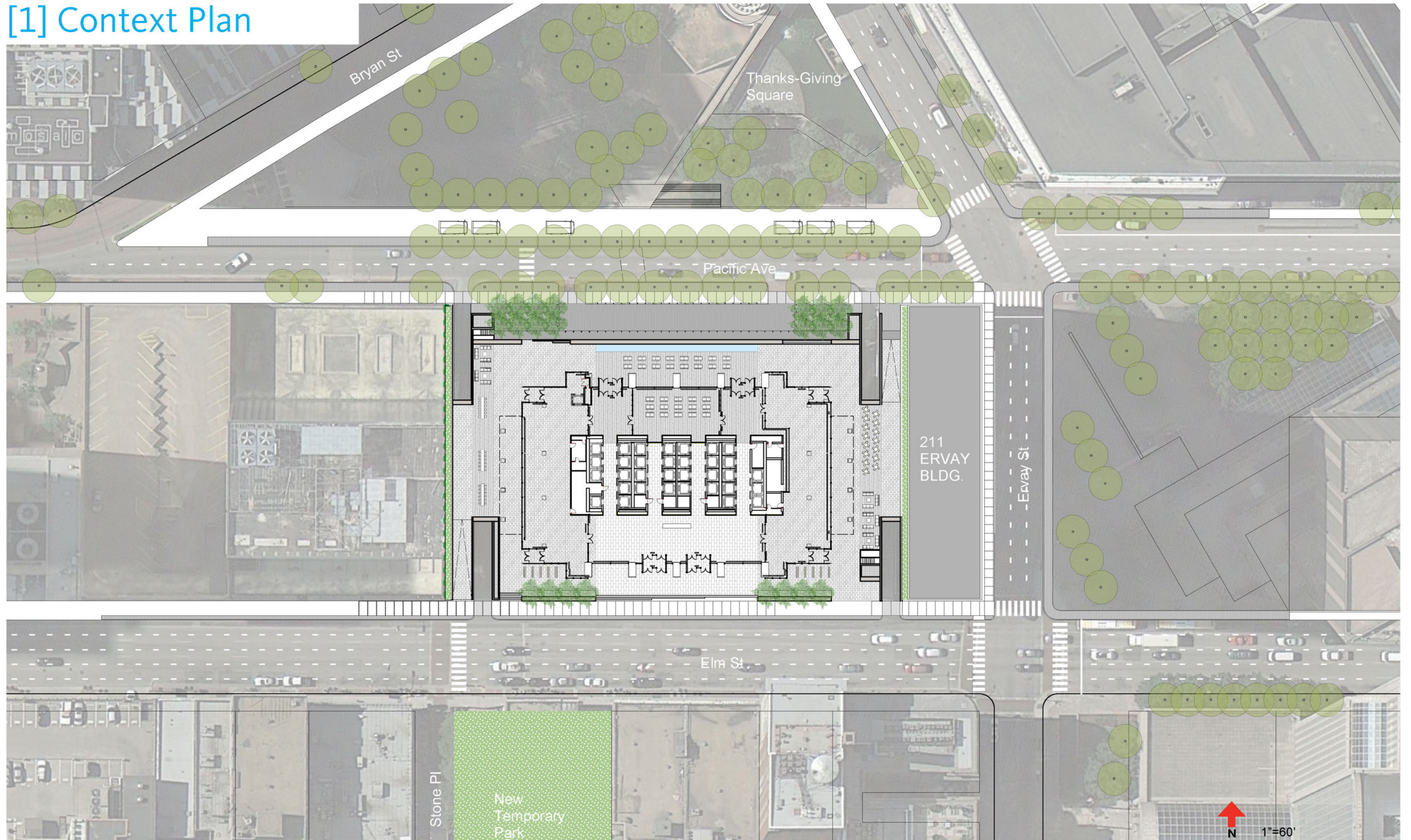
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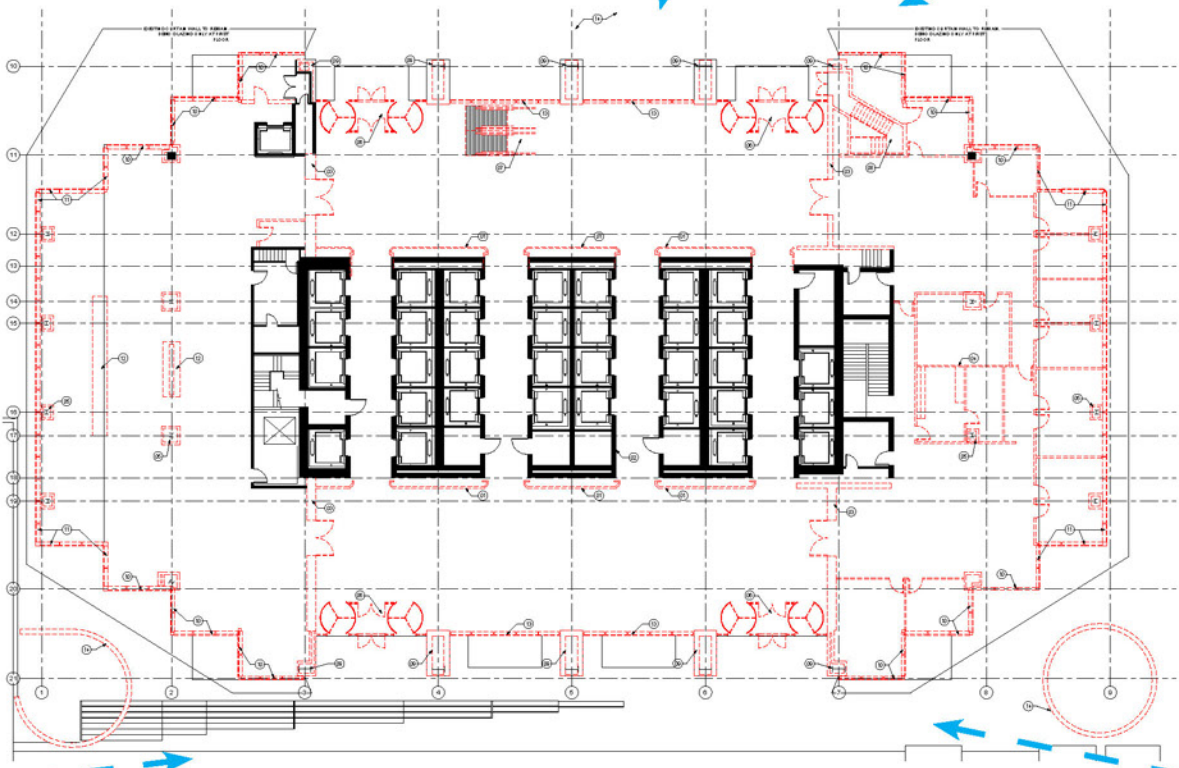
[1] Context Plan




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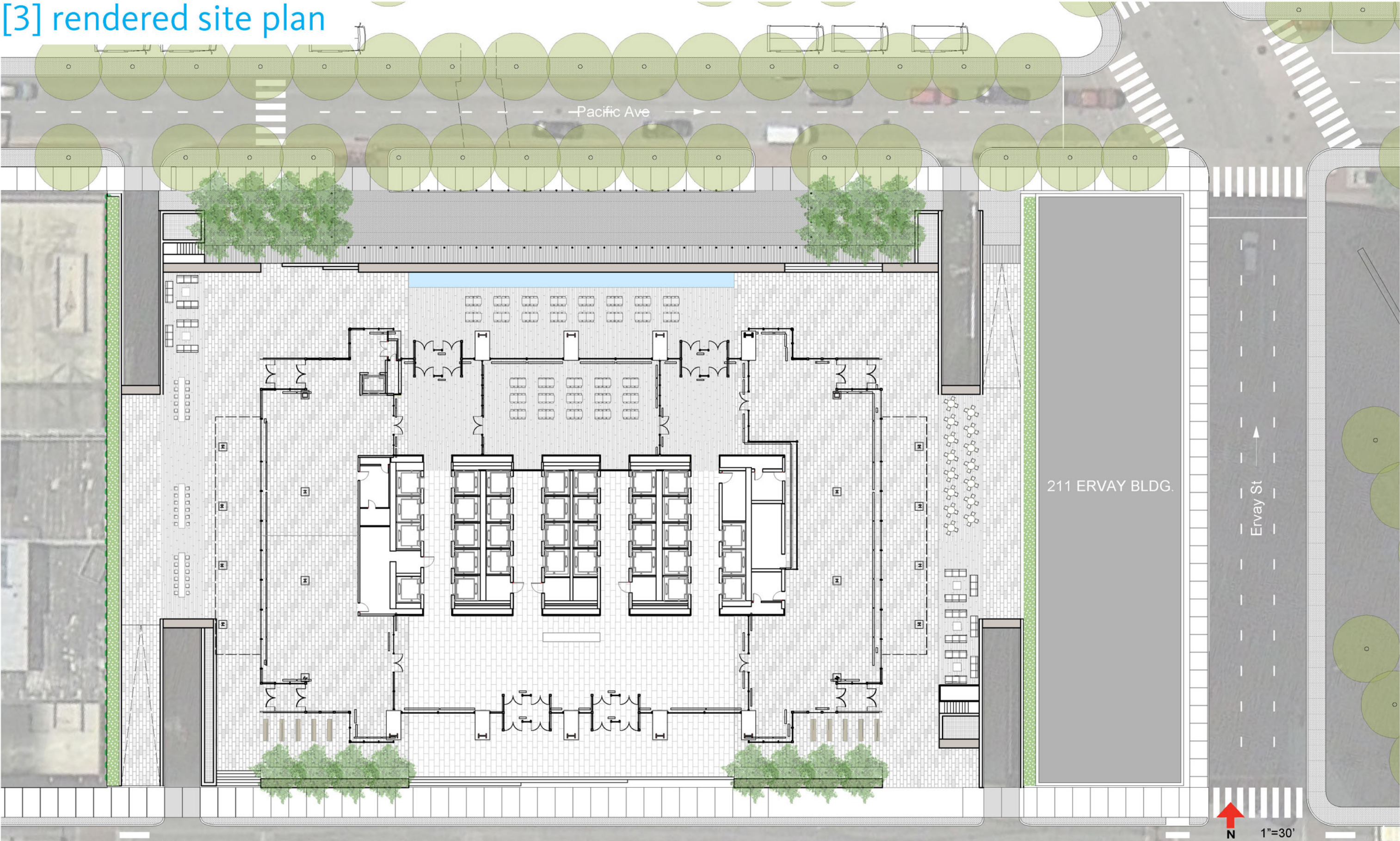
[2] photographs of surrounding streetscape and adjacent area



Ground Floor Demo Plan 

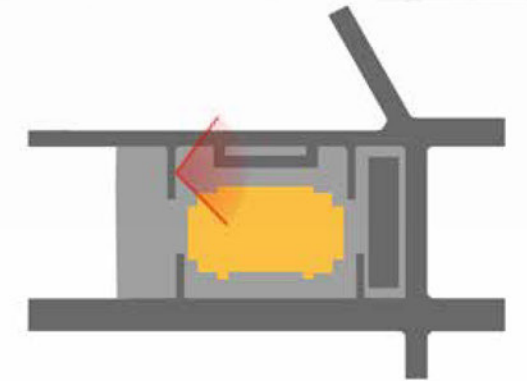


[3] rendered site plan





North Frontage with Water Feature, Looking East

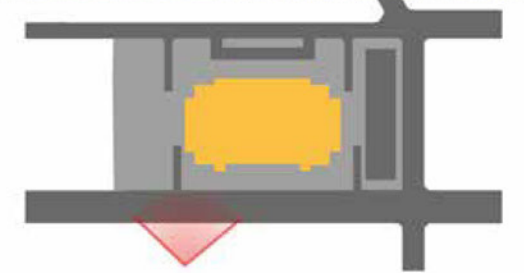


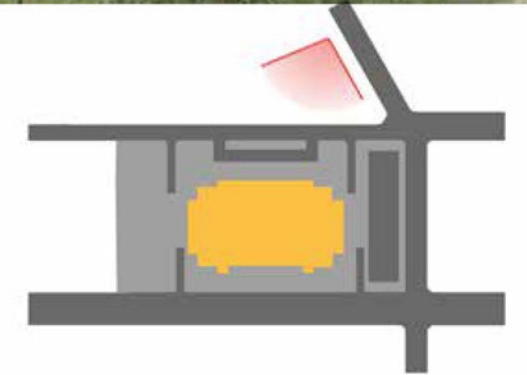


North Frontage, Looking West



South Frontage, Looking North





North Frontage, Looking South

[4] color renderings



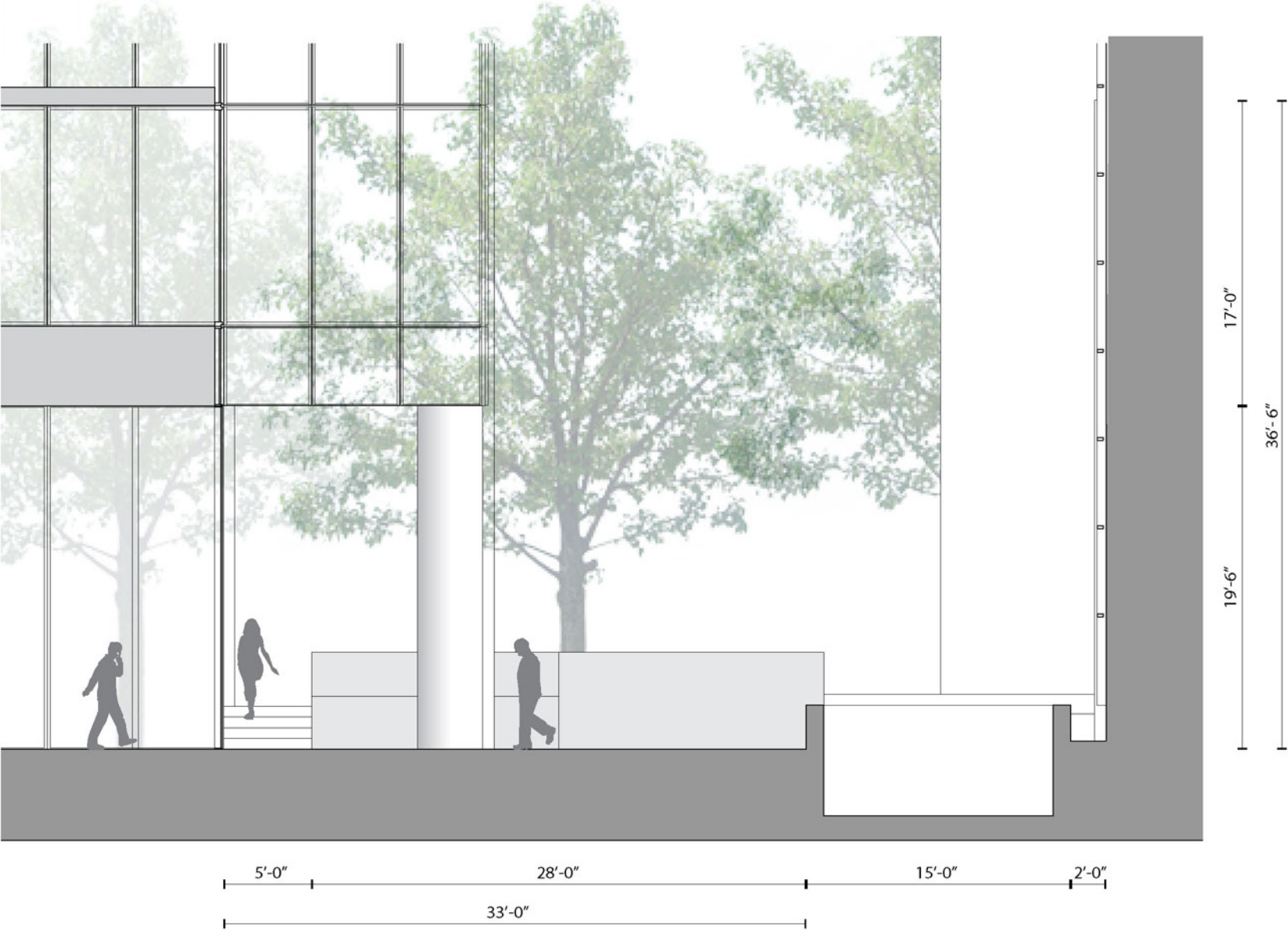
Pacific Avenue: Existing Condition

[4] color renderings



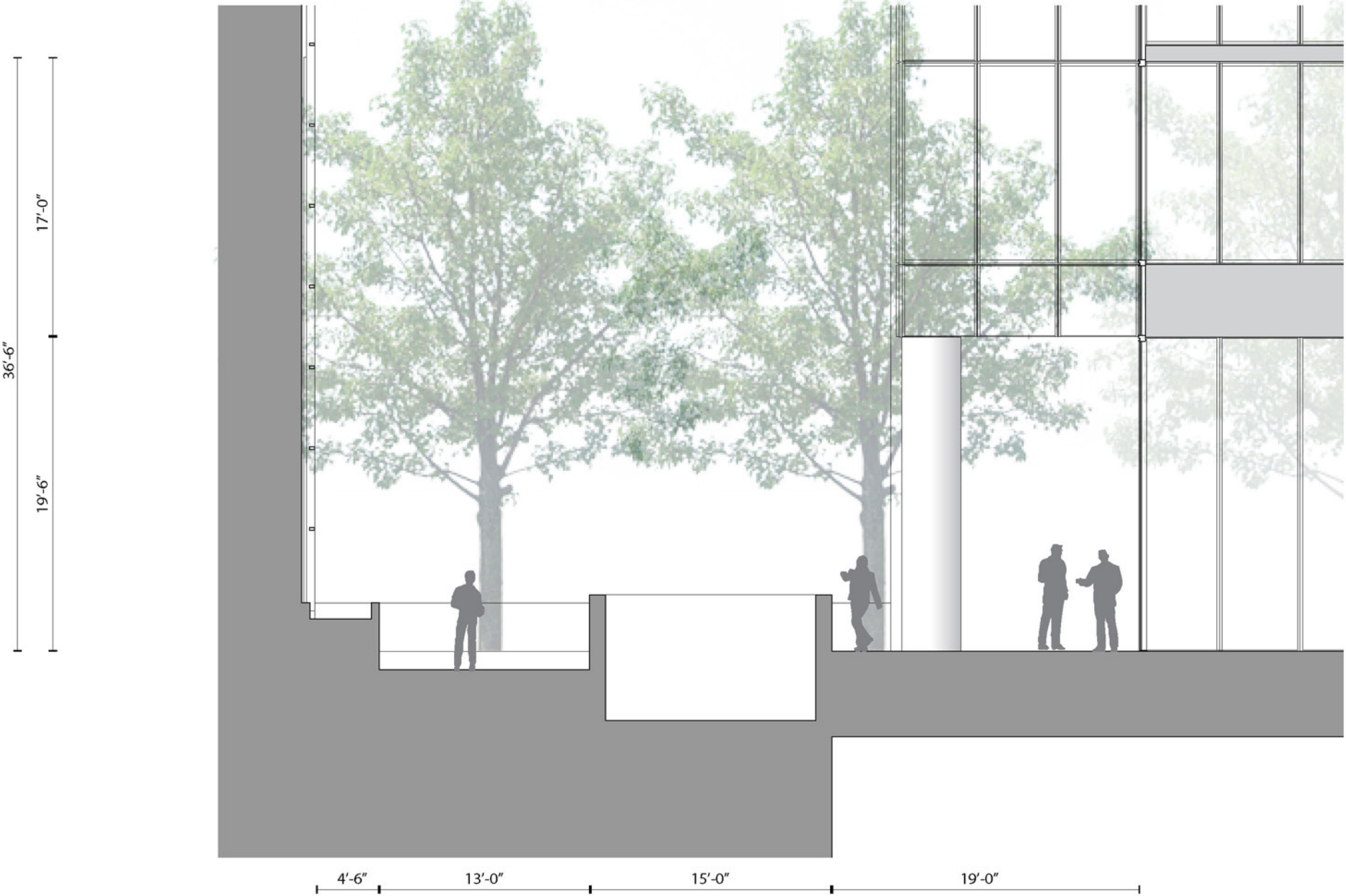
Pacific Avenue: Proposed Architectural Enhancement

[9] additional materials



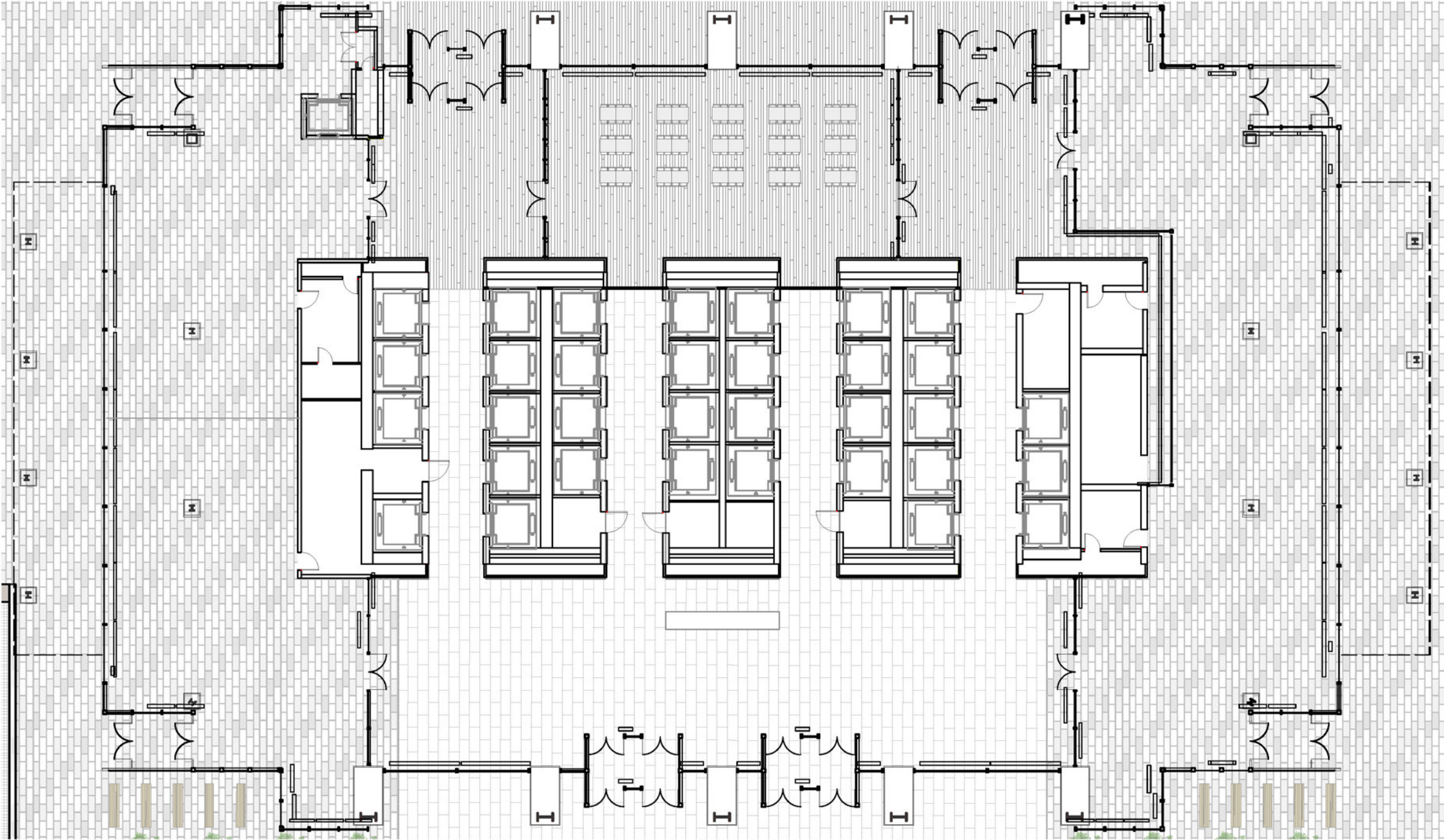
Enlarged Section at East Elevation

[9] additional materials



Enlarged Section at West Elevation

[5] ground floor plan



Ground Floor Plan



[6] building elevations



North Elevation



South Elevation

[8] project description

Thanksgiving Tower is a 50 story, 1.4 million square ft. office tower located in the Main Street District of downtown Dallas.

Background:

After suffering years of poor maintenance and low occupancy levels, Thanksgiving Tower was foreclosed in February 2013 and subsequently acquired by a Woods Capital led partnership in July 2013. The interior & exterior street-level improvements included herein are part of a broader capital investment plan aimed at restoring Thanksgiving Tower to prominence and accelerating the revitalization of downtown Dallas.

Lobby Upgrades & New Retail Space:

The existing ground floor of Thanksgiving Tower is cosmetically and functionally outdated. Cosmetically, existing red granite and brass surfaces will be removed and replaced with modern materials equivalent to those found in newly constructed class AA buildings. Functionally, vacant bank teller and lending offices which comprise the east and west ends of the ground floor will be removed to create new street level retail spaces. The current plan includes flexible retail space at the east and west end caps as well as a restaurant space in the center common area on the north side.

Building Exterior and Landscaping:

The exterior of Thanksgiving Tower at the street-level requires significant changes to create the vibrant and welcoming presence necessary to maintain viable retail outlets. Our plans include replacing the existing reflective glass with a clear glazing system to provide retail and common areas with enhanced visibility to pedestrian and street traffic. The clear glazing system will help to illuminate the exterior at night, creating an enhanced sense of activity and safety. Additionally, the east and west ends of the ground floor have been narrowed significantly to create inviting exterior spaces which encourage pedestrian traffic and enhance neighborhood connectivity. The landscape is being developed with significant areas of canopy trees to create shaded areas for sitting and gathering. A key goal is a landscape plan that enhances visual and pedestrian connections into and across the site, replacing tall walls and planters with lower, more open conditions and realigning stairs for greater flow through the site. We intend to remove the existing fountain and landscaping on the Pacific Avenue side of Thanksgiving Tower, in order to create a new valet plaza which will dramatically improve the visitor experience and viability of retail tenants. We also intend to remove the remaining exterior paving and red granite, and replace them with new materials aimed at achieving a comprehensive modern aesthetic.