

## Applicable Urban Design Priorities Project Should Achieve

[1] Design of pedestrian passageway should not feel overly privatized and should encourage public use -

The pedestrian passage to elm should be designed as an open and inviting pedestrian route and effort should be made to ensure that it does not feel overly privatized, but rather as a natural public connection between Elm and Main.



### Policy References

Downtown Dallas 360  
Chapter 3, Chapter 4

Forward Dallas!  
Section 5 [urban design element]

TIF Urban Design Guidelines  
Part III, Part IV [Deep Ellum]

### Context Description

The site is located primarily along Main Street in Deep Ellum with a proposed public mid-block pedestrian passage to Elm. The redevelopment involves leases with multiple commercial restaurant and retail tenants along with significant facade improvements and building renovations at a primary gateway into Deep Ellum from Downtown.

Important considerations for the project include a proposed mid block pedestrian way that would help to break down the block length and engage Elm Street directly and the reformatting of the the existing surface parking as a shared public "porch" along multiple leases on Main.

### 42 Deep Ellum

Neighborhood:  
Deep Ellum

Program:  
Adaptive Reuse  
Retail/Commercial





**42 DEEP ELLUM  
TIF APPLICATION DESIGN REVIEW  
//JULY 2014**

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42 REAL ESTATE  
DROESE RANEY ARCHITECTURE

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## PROJECT DESCRIPTION

The proposal is for improvements along the 2600 & 2700 block of Main St. in Deep Ellum. The project includes 65,000 square-feet of mixed-use development and 25,000 square-feet of improved surface lots to be used for pedestrian walkways and seating.

Key initiatives include:

- The Alley: A pedestrian alley that integrates adjacent properties belonging to the owner and creates a mid-block connection from Elm Street to Main Street.
- Radiator Plaza: An enlarged front walkway and patio situated at the front door of Main Street.
- Atwell Garden: An urban courtyard on a former surface parking lot.
- The Corner: A recessed walkway adjacent to the narrow Pryor sidewalk improves and facilitates the Main and Commerce Street connection.
- Storefront Improvements: An enlivened corridor with new storefronts that engage the pedestrian and activate the street with visibility, lighting, and character that compliments the neighborhood.
- Landscaping: Soften the ubiquitous Deep Ellum hardscape with hardy plant species.
- Sidewalk Improvements: Cost effective solutions to improve the public right of way to improve walkability, accessibility, and rain water infiltration.
- Waste Management: Strategic dumpster, recycling, and grease trap solutions with locations that are screened from the public right of way yet are conducive to regular maintenance.

IMAGE AT LEFT

View of The Alley carved out of a former radiator warehouse building, looking south toward Radiator Plaza.

# 42 DEEP ELLUM CONTROLLED PROPERTIES

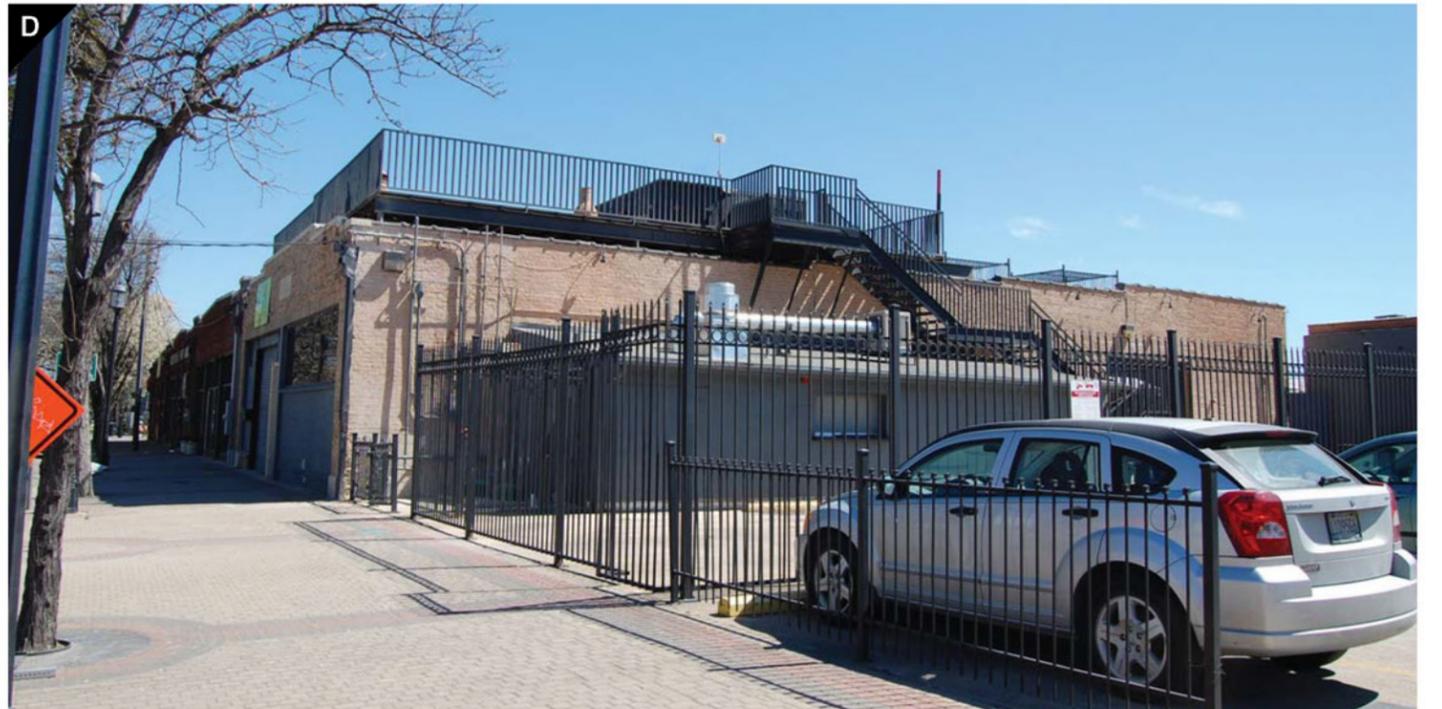
## Buildings

Street Address	Nickname	Building Area
1. 2609 Elm St.	Subway	2,500 SF
2. 2613 Elm St.	Stonedeck	2,500 SF
3. 2801 Elm St.	Hotel	7,882 SF
4. 2614 Elm St.	Rudberg	4,500 SF
5. 2640 Elm St.	Twilite	4,000 SF
6. 2646 Elm St.	Click's - Elm	3,600 SF
7. 2649 Main St.	Click's - Main	3,844 SF
8. 2625 Main St.	BrainDead	5,262 SF
9. 2635 Main St.	Man Cave	5,328 SF
10. 2639 Main St.	Lula B's	7,033 SF
11. 2701 Main St.	Golden Eagle	9,722 SF
12. 2803 Main St.	Blind Lemon	9,594 SF
13. 2600 Main St.	Coppertank	13,000 SF
14. 2604 Main St.	Tiggers/Blue Cloud	7,332 SF
15. 2626 Main St.	Ad-Libs	4,500 SF
16. 2642 Main St.	Atwell	5,256 SF
17. 2646 Main St.	Nash/Life of Riley	5,000 SF
18. 2650 Main St.	Taboo Tattoo/Kettle	5,000 SF
19. 2656 Main St.	Corner	5,066 SF
20. 2631 Commerce St.	Diner	5,000 SF
21. 2645 Commerce St.	Comedy House	5,000 SF
22. 2651 Commerce St.	Skylight	5,066 SF
23. 2653 Commerce St.	Henderson Kitchen	3,895 SF
24. 2702 Main St.	Pecan Lodge	5,408 SF
25. 2708 Main St.	Lambeth	5,000 SF
26. 2810 Main St.	Gordon	4,940 SF
27. 2816 Main St.	Dance Lady	5,000 SF

## Lots

Street Address	Nickname	Lot Area
A. 2806 Elm St.	Blind Lemon Lot	4,875 SF
B. 2607 Main St.	Baker-Main Lot	17,600 SF
C. 2647 Main St.	Lula B's Lot	5,050 SF
D. 2653 Main St.	Click's Lot	3,000 SF
E. 2611 Commerce St.	Coppertank Lot	5,000 SF
F. 2630 Main St.	Ad-Libs Lot	5,000 SF
G. 2642 Main St.	Atwell Lot	9,350 SF
H. 2625 Commerce St.	Baker-Commerce Lot	10,000 SF
I. 2629 Commerce St.	Free Lot	5,000 SF
J. 2633 Commerce St.	EBS Lot	5,000 SF
K. 2603 Commerce St.	Forberg Lot	10,000 SF
L. 2711 Commerce St.	Lambeth Lot	5,000 SF
M. 2806 Main St.	Gordon Lot	5,000 SF





# CONNECTIONS

## Pedestrian —

*Observations:* Distance between north-south sidewalks on Good Latimer and Crowdus on Main is 875 feet - almost three football field lengths of walking distance for this block.

*Analysis:* Create mid-block north-south axis points for pedestrians to tie Elm, Main, and Commerce together.

## Bike - -

*Observations:* Existing 'Sharrow' bike lane runs along Main St.

*Analysis:* Opportunity for true protected bike lane and future bike share station.

## Car —

*Observations:* Local trip - Elm, Main, and Commerce make up the three major connectors to Downtown. Main the only two-way street of the three.

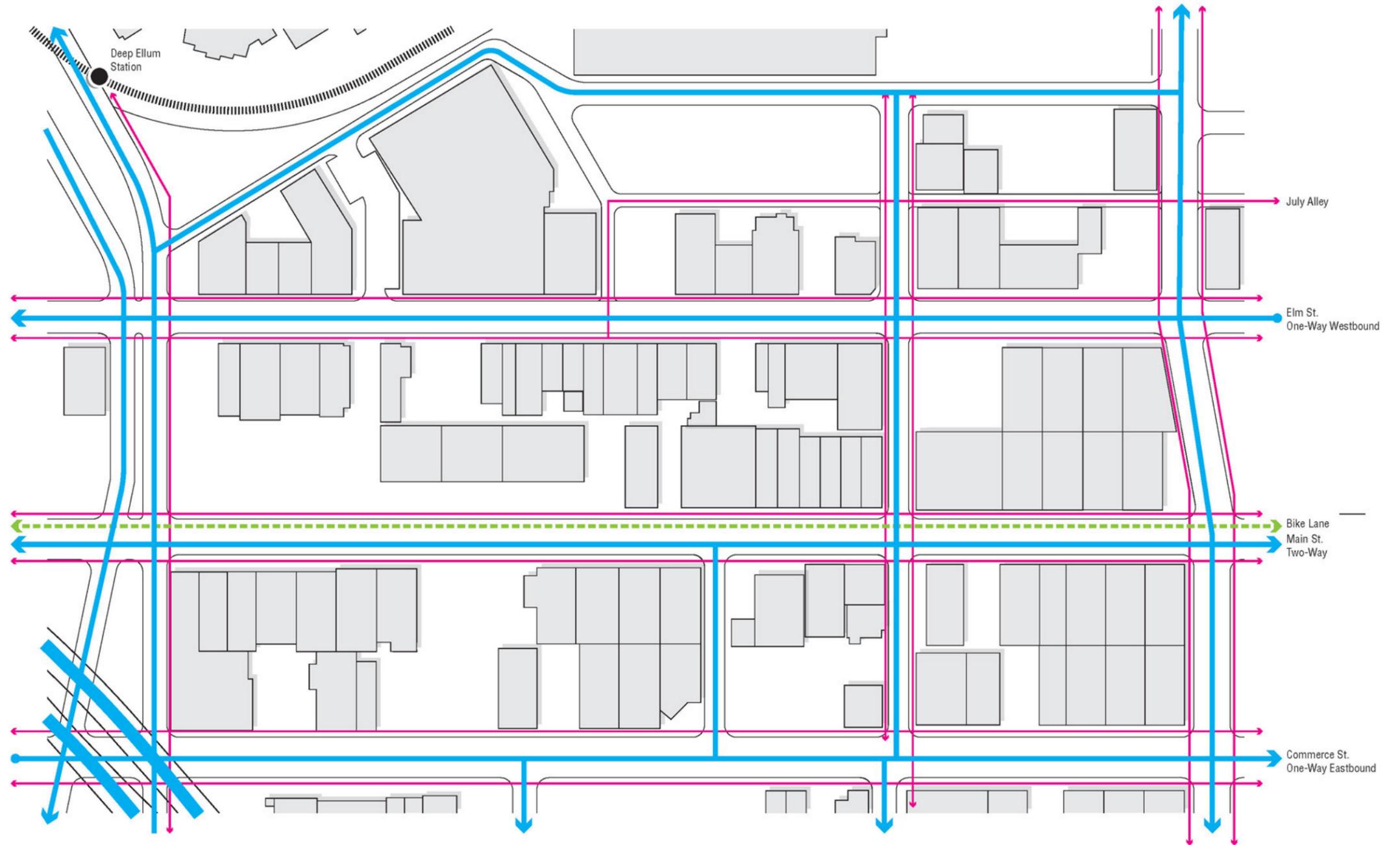
City/Regional trip - Good Latimer is the primary artery to the nearest highway.

*Analysis:* The 2600-2700 block of Main is the front door of Deep Ellum to local, inter-city, and regional traffic.

## DART |||||

*Observations:* Deep Ellum DART Station is approximately .3 mile or a 5 minute walk to the intersection of Main & Good Latimer.

*Analysis:* Close proximity to public transportation for events, concerts, and daily commutes.



# STREET ELEVATIONS & OBSERVATIONS

North Main St.



South Main St.

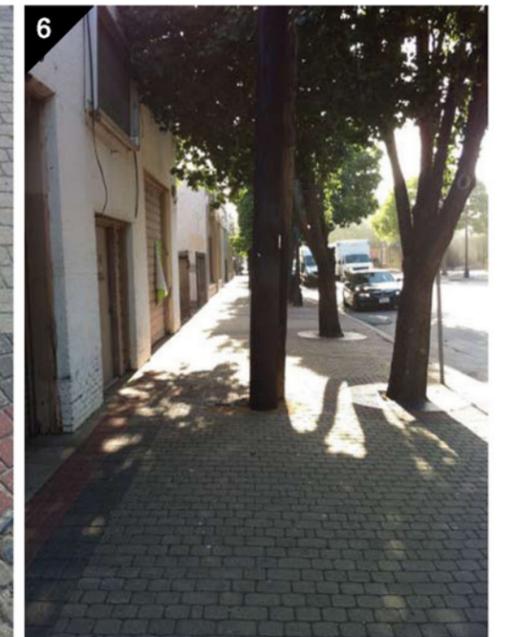
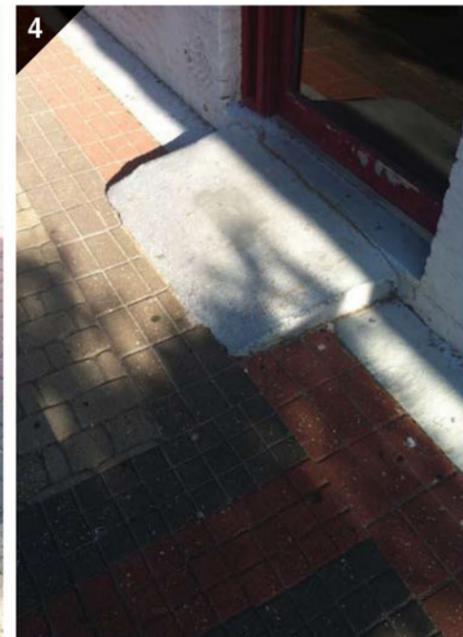


West Pryor St.



**Key**

- 1. Narrow & fragmented sidewalk on Pryor St.
- 2. Common car ramp condition from street to sidewalk.
- 3. Trees have outgrown plant beds and are choked by steel grates.
- 4. Accessibility issues from sidewalk to finished floor of buildings.
- 5. Missing pavers on Main street sidewalks are trip hazards.
- 6. Obstructions in the center of the sidewalk.



# VISION

The proposed project is a master plan that 42 Deep Ellum has envisioned for the collection of contiguous properties acquired along Main Street bounded by Good Latimer Expressway and Crowdus Street. The vision for the properties is to create an enlivened corridor along Main with new pedestrian connections that enhance the walkable experience of Deep Ellum. The centerpiece of the proposal is The Alley, an animated mid-block passageway connecting Elm and Main.

A key objective of the master plan is to create a truly “mixed-use” project, integrating a diverse, mutually supportive combination of urban uses that include local/micro-retail, restaurants, services, walkways, and seating into one contiguous public realm to be used throughout all times of day and evening. A further objective has been to maximize the usable street frontage for the entire collection of properties, filling in the gaps that have segmented Deep Ellum for decades.

The heart of 42 Deep Ellum development lies in the complimentary contrast of new and old; the original century-old buildings serve as the anchor and influence for new contemporary storefronts. This development prides itself on a “polished rawness” that expresses structure and function in a clean, simple, and elegant way through the exposure of genuine building elements such as concrete floors, masonry walls, wood beams and decking, and high volume ceilings. 42 Deep Ellum, while still developing, already holds a powerful story by being nestled into an important historic niche of buildings with an established close-knit community and an authenticity unmatched in Dallas.



The Alley



Radiator Plaza



The Corner

Atwell Garden

# THE ALLEY

The Alley, named for its alignment with July Alley across Elm Street, is a 3,600 square foot development carved into a former radiator repair warehouse providing a mid-block connection between Elm and Main. The Alley is a modern arcade lined with small eateries with a common seating area creating a gathering place for pedestrians to eat, drink, and socialize - a convergence point in the heart of Deep Ellum for social and cultural exchange. The northern entrance faces into the core of the Elm Street night life (Trees, Glazed Donuts, Three Links) and the southern entrance spills out into Radiator Plaza. A new skylight lines the passageway, washing the indoor-outdoor space with natural lighting yet providing protection and insulation from the elements - rain, Texas sun, and unpredictably cold winter days. The exposed brick wall is the defining backdrop showing off the raw character of the alley. The walkway is accessible from the earliest breakfast to late night drinks and bites.

Steel gates secure the alleyway during off-hours but are perforated to preserve the view from one end to other and to allow a glow onto the sidewalk during late night off-hours. In the center of The Alley are common restrooms and drinking fountains accessible from the walkway.



NORTH STOREFRONT ELEVATION OF THE ALLEY FACING ELM ST.





VIEW OF THE ALLEY LOOKING SOUTH TOWARD RADIATOR PLAZA.

# THE ALLEY





IMAGE ABOVE

Conceptual section of The Alley showing the eateries facing into the walkway and the south end opening into Radiator Plaza.

# RADIATOR PLAZA

A unique characteristic of the overall site is the deep setback of the 2625, 2635, 2639 Main properties, which provides the opportunity to pull the sidewalk and storefront together with an enlarged walkway that welcomes users right at the front door to Deep Ellum. The new connection will be open-air and lined with retail and restaurant uses. The 13,000 square foot public plinth will serve as an improved walkway with activated storefronts welcoming people throughout the day. Greenery, shade trees, and outdoor seating will ring the space, tying the storefront and the street together.

The project also includes the exterior facade re-clad of an existing tilt-wall building pushed back from the North side of Main Street. Materials of stucco, wood, and steel are used to fully transform the look of the exterior into a clean, modern, and cohesive building previously lacking a street presence. Large expanses of glass and a new poured in place concrete plaza brings visibility and pedestrian activity to new tenants.



PLAZA OVERVIEW LOOKING EAST DOWN MAIN STREET



PRELIMINARY RENDERING

An early rendering in the design process depicts the character of the plaza. The rendering inaccurately shows the change in elevation from the sidewalk to the plaza, which is truly only 18" or 3 steps.

# RADIATOR PLAZA





VIEW ON THE PLAZA LOOKING NORTH TOWARD THE ALLEY



SIDEWALK VIEW LOOKING TOWARD THE RECESSED COURTYARD



VIEW OF SIDEWALK CAFE



VIEW LOOKING SOUTH OUTSIDE OF THE ALLEY



COLLECTION OF RETAIL SHOPS ON THE PLAZA

THE CORNER

Like The Alley, The Corner's primary function is to facilitate the connection between Commerce & Main. The eastern-half of the building is recessed to accommodate an open-air walkway parallel to the slender Pryor St. sidewalk. Boarded-up masonry openings on the eastern facade are reclaimed to open the building up for sidewalk access and frame views of the Pecan Lodge patio. Small shops and micro-restaurants line the western-half of the building & spill out onto the walkway with patio seating.



NORTH STOREFRONT ELEVATION FACING MAIN ST.



EAST STOREFRONT ELEVATION FACING PRYOR ST.

THE CORNER



EXTERIOR VIEW OF THE CORNER



VIEW INSIDE THE RECESSED WALKWAY LOOKING SOUTHEAST TOWARD PECAN LODGE

# ATWELL GARDEN

Atwell Garden is a former parking lot turned urban courtyard that is as functional as it is inviting. The basic organizational palette is simple - a central walkway directs you to a restaurant tucked into the back half of Atwell and is flanked on one side by a decomposed granite patio and a walk-up kitchen counter on the other side. Anyone can wander in and enjoy the space yet the space still maintains intimate restaurant seating in the back half of the garden. The existing kitchen structure and exterior stairs are clad to screen the derelict CMU structure and secure the stair in off-hours. A new low parking screen surrounds the garden and permits views inward but gives the necessary separation from the surface parking lot to the West.



OVERVIEW OF ATWELL GARDEN LOOKING EAST

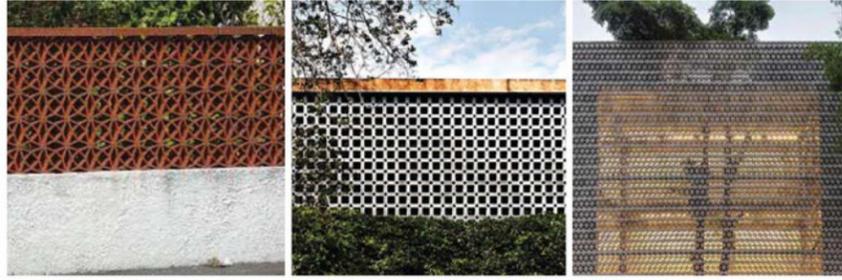




VIEW INSIDE ATWELL GARDEN

# ATWELL GARDEN

Parking Screen



Walk-Up Serving Window

Roof Deck

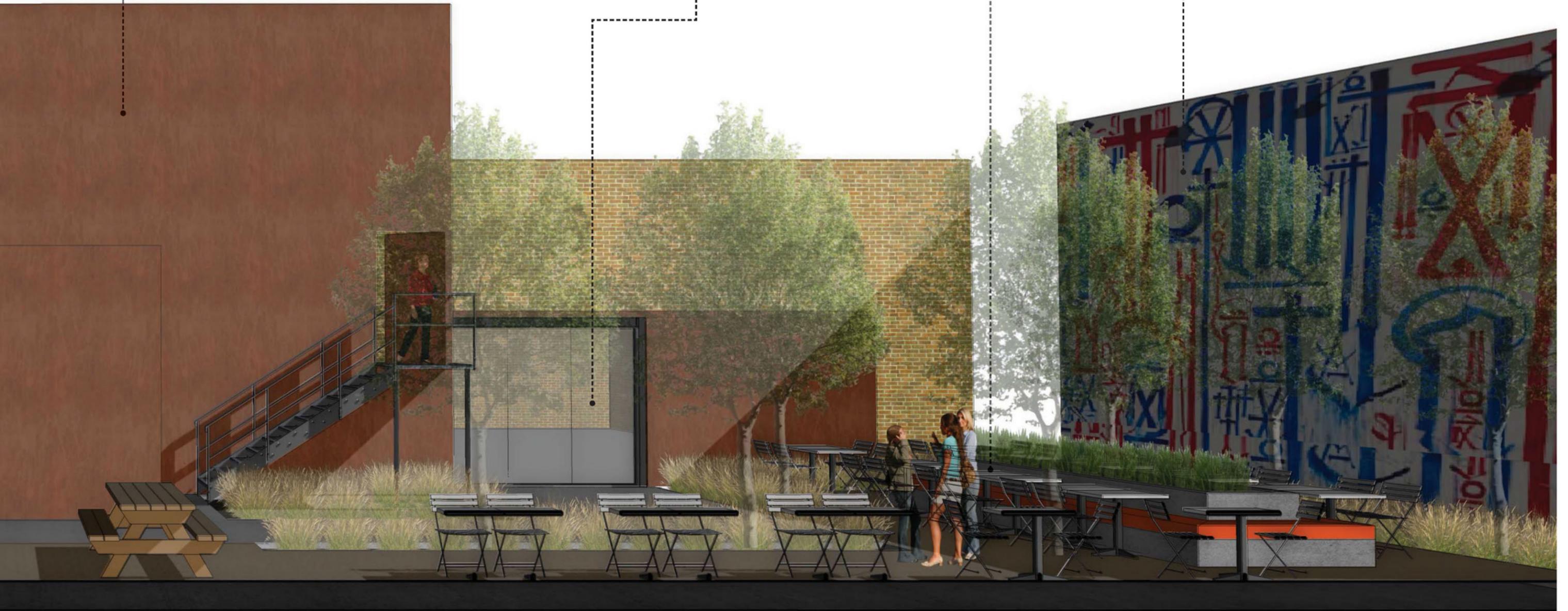
Stair Enclosure



Entrance to Restaurant

Patio Seating

New Mural Artwork



## CHARACTER

The environment of Deep Ellum is largely dependent on the design of storefronts along the public right of way. Storefronts within Deep Ellum are not only intended to maximize the store's impact and visibility in an exciting and innovative manner, but also to activate the street and consider the pedestrian scale through the use of components like seating, planters, awnings, and lighting. Proper attention is paid to the design and detailing of each storefront including proportion, scale, color and materiality so as to be compatible with the character of the surrounding environment and district in which they are located. Additionally, careful attention to detail will extend to all portions of the interior store that are visible from the sidewalk. Each storefront is designed for compatibility with the character of the building, the surrounding architectural context, and overall project image.

We have developed specific design elements, which establish a "design language" that is incorporated into each storefront design. These elements are:

- Provide an individual look while implementing the overall design intent of the neighborhood
- Respect and incorporate existing building elements (i.e. brick facades, original stone details)
- Use high quality, durable materials
- Emphasize entries and window display at a pedestrian scale
- Enhance the experiencing of living, working, shopping, eating, and playing in an urban environment

### IMAGES AT RIGHT

A series of storefront case study images showing the character structure for Main Street.





## MATERIALS

Determining the finishes to be used on the storefront requires consideration of several issues, such as the quality of the material, appropriateness to the character of the store and neighborhood, and durability and maintenance. These issues significantly affect the perception of the store and entire development. We encourage the use of innovative and authentic materials.

Appropriate treatments include:

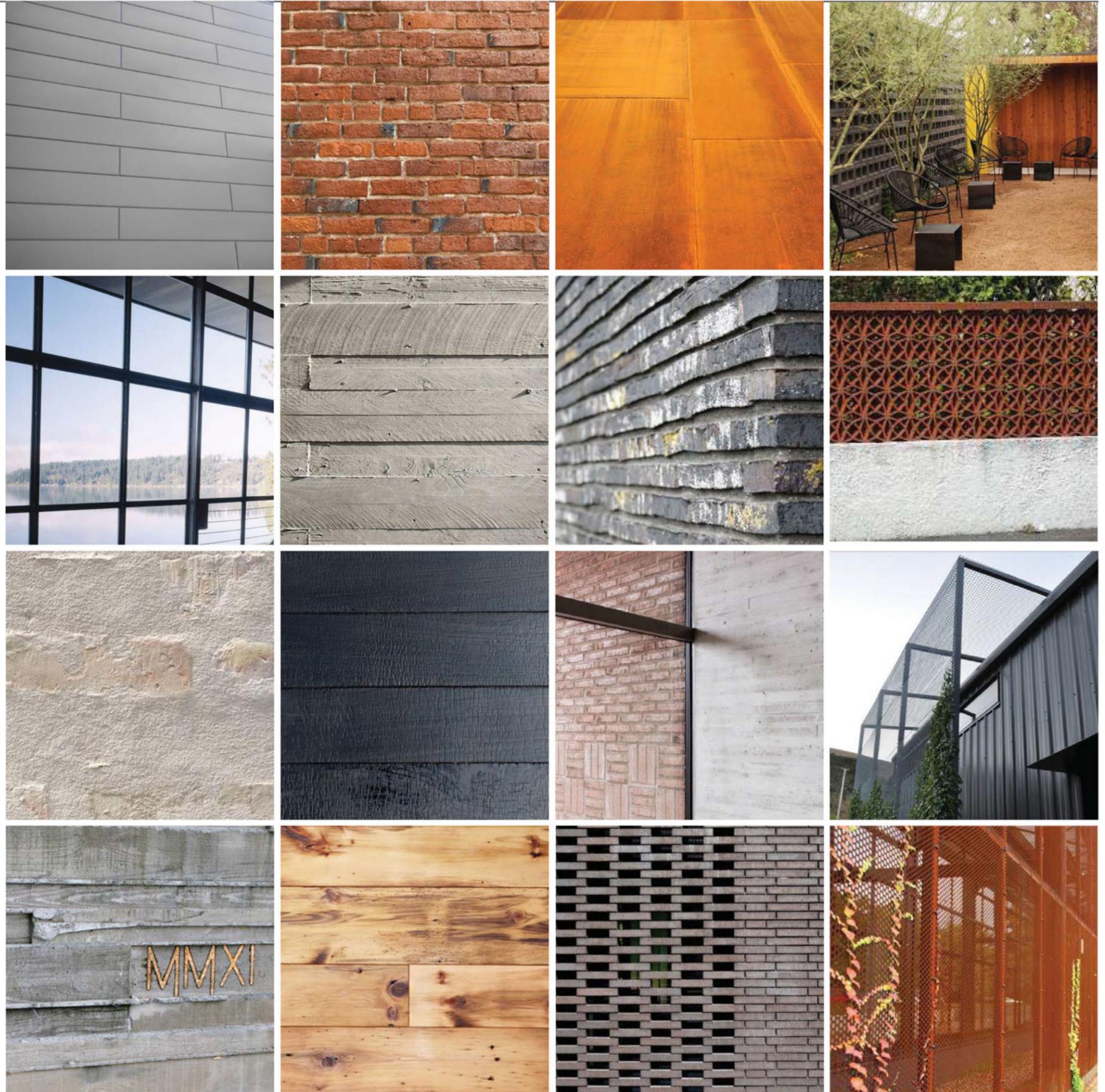
- Metals (no plated laminates)
- Finish grade hardwoods - stained, painted or natural finish
- Lacquered surfaces (when 4 to 6 coats are specified)
- Marble, granite, terrazzo, limestone, and other natural stone products
- Glossy materials such as glass, transparent and back-painted
- Other quality, durable materials

Inappropriate treatments include:

- Mirror
- Plastic laminates
- Rough sawn wood
- Textured paint, stucco, shingles, cork
- Plywood or MDF panels
- Anything that would be considered a non-durable material or lacking in visual quality

### Storefront Glazing

Glass plays an integral role in the storefront design. Properly treated it contributes to the design's overall effectiveness. Glass should be treated like any other material and should be used in a way that reinforces the store's complete design, style and character. All storefront glass is to be thermally broken and insulated.

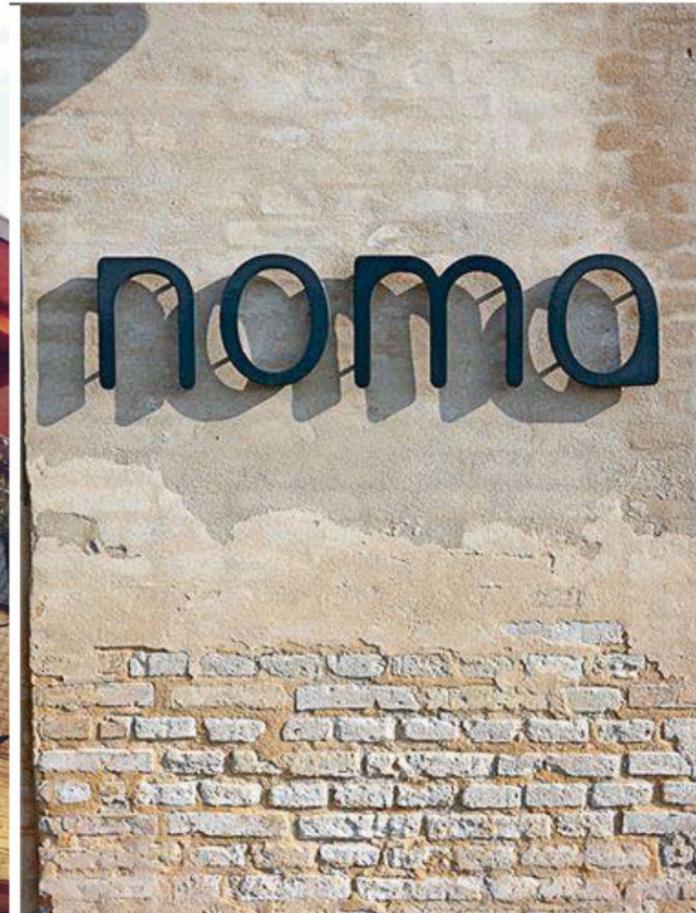
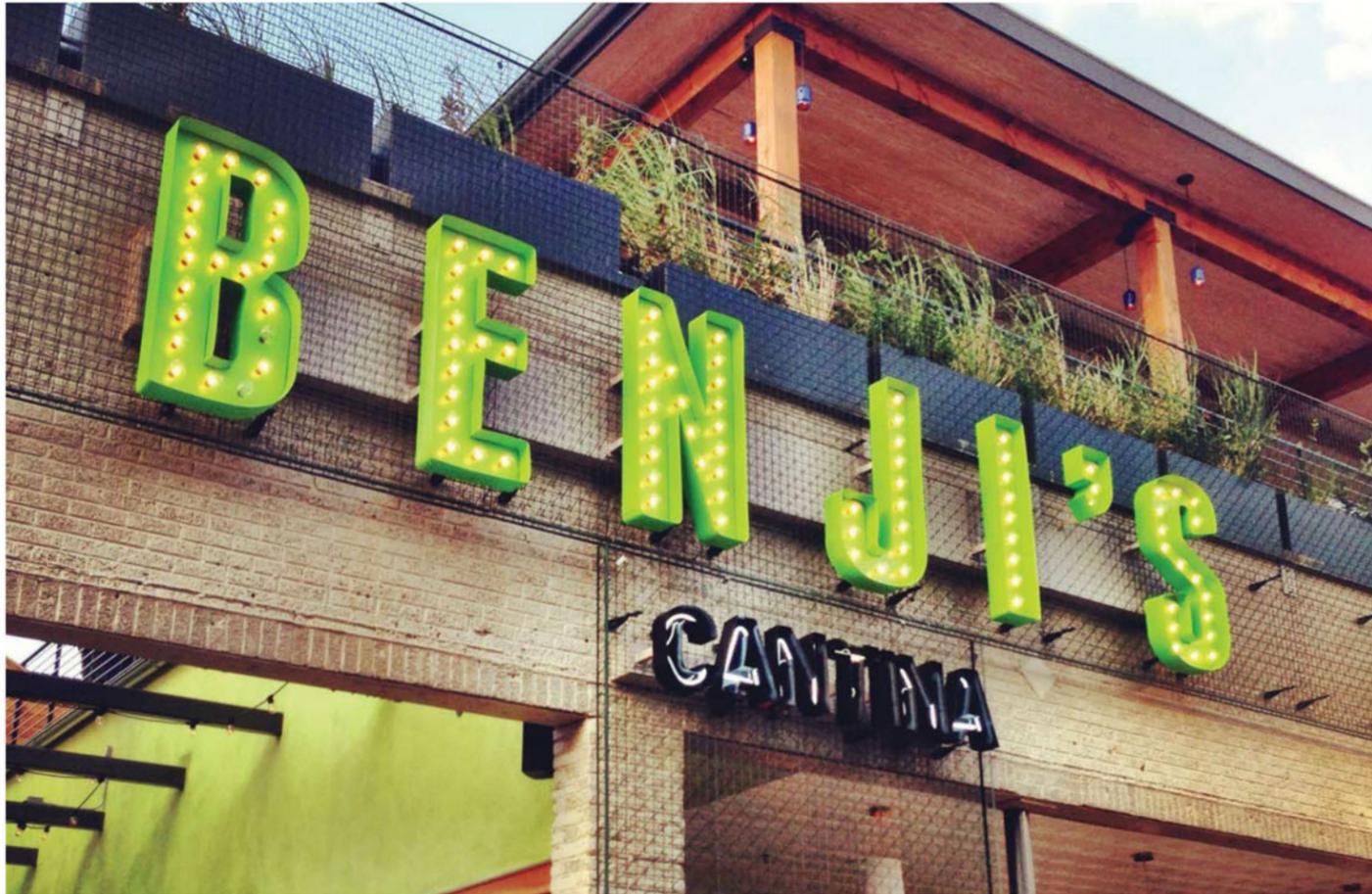


## SIGNAGE

Signage reinforces the character and quality of the store design and, as a counterpoint that enhances presentation, size, character, typography, composition, illumination, and height are important factors that make every storefront sign unique. All graphics and signage will be professionally assembled and displayed in a first-class manner.

The following are general guidelines to be used in the development of all signage and graphics elements unless otherwise noted:

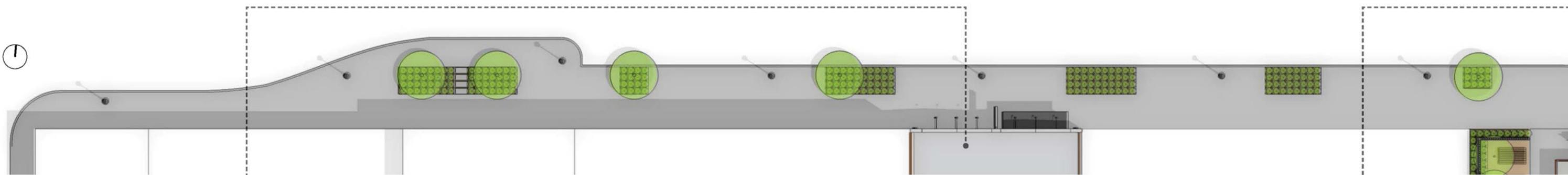
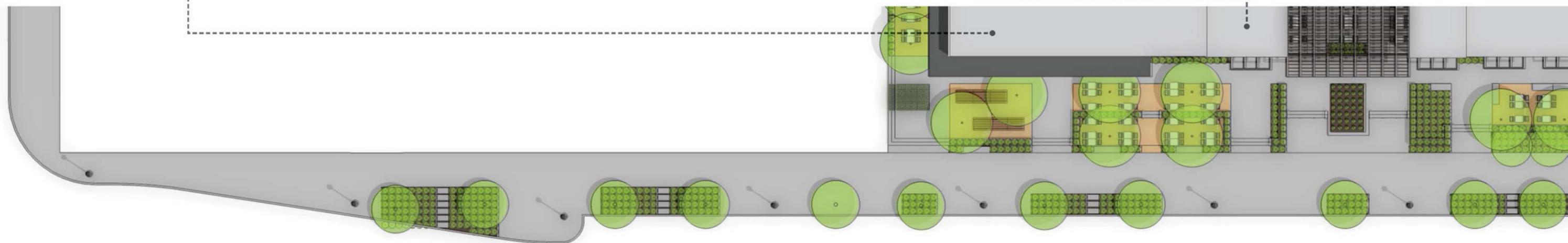
- Signage and environmental graphics must be conceived as an integral part of the design so they do not appear as an afterthought application.
- All signs must fit comfortably into their storefront architecture, leaving sufficient margins and negative space on all sides. Thickness, height, and colors of sign lettering and graphics must be visually balanced and in proportion with other signs within the project.
- All signage must be placed out of reach.
- All signage lighting must be baffled or concealed.
- Light leaks will not be permitted.
- All "UL" labels to be placed out of public view.

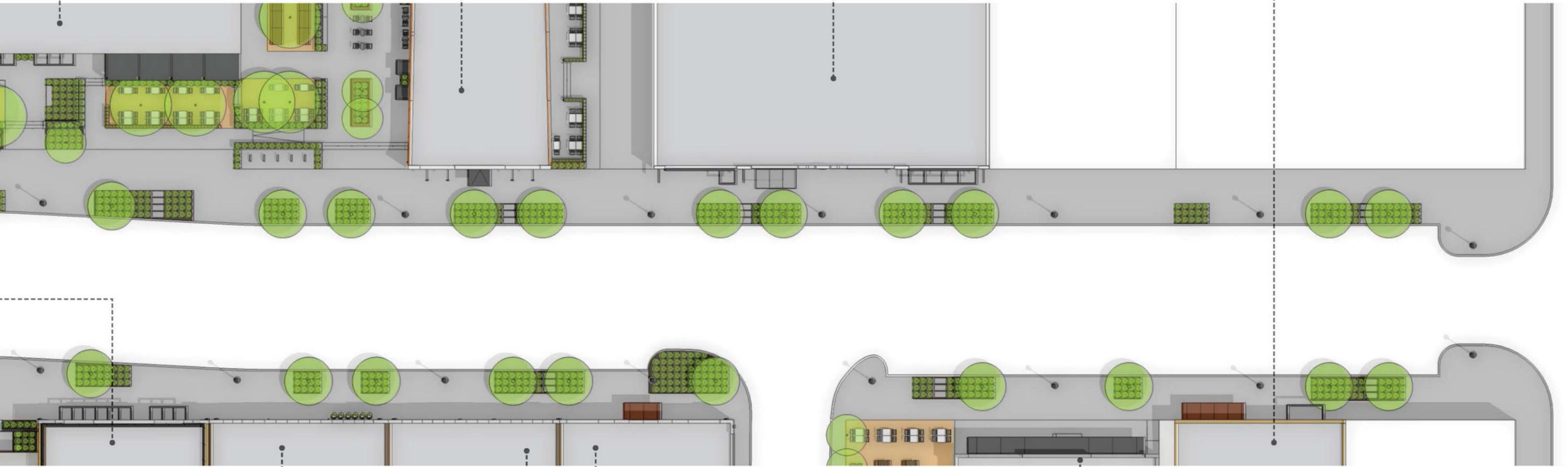


IMAGES AT LEFT

A series of signage studies showing the quality and character expected of tenant signs and graphics.

# STOREFRONTS ON MAIN







SOUTH STOREFRONT ELEVATION



SOUTH STOREFRONT ELEVATION



SOUTH STOREFRONT ELEVATION



SOUTH STOREFRONT ELEVATION



NORTH STOREFRONT ELEVATION



NORTH STOREFRONT ELEVATION



RACHEL NASH GALLERY & LIFE OF RILEY OPENED IN SPRING OF 2014



PECAN LODGE OPENED IN MAY 2014



SOUTH STOREFRONT ELEVATION



NORTH STOREFRONT ELEVATION



SOUTH STOREFRONT ELEVATION

# MAIN STREET DEEP ELLUM



# SIDEWALK PLAN



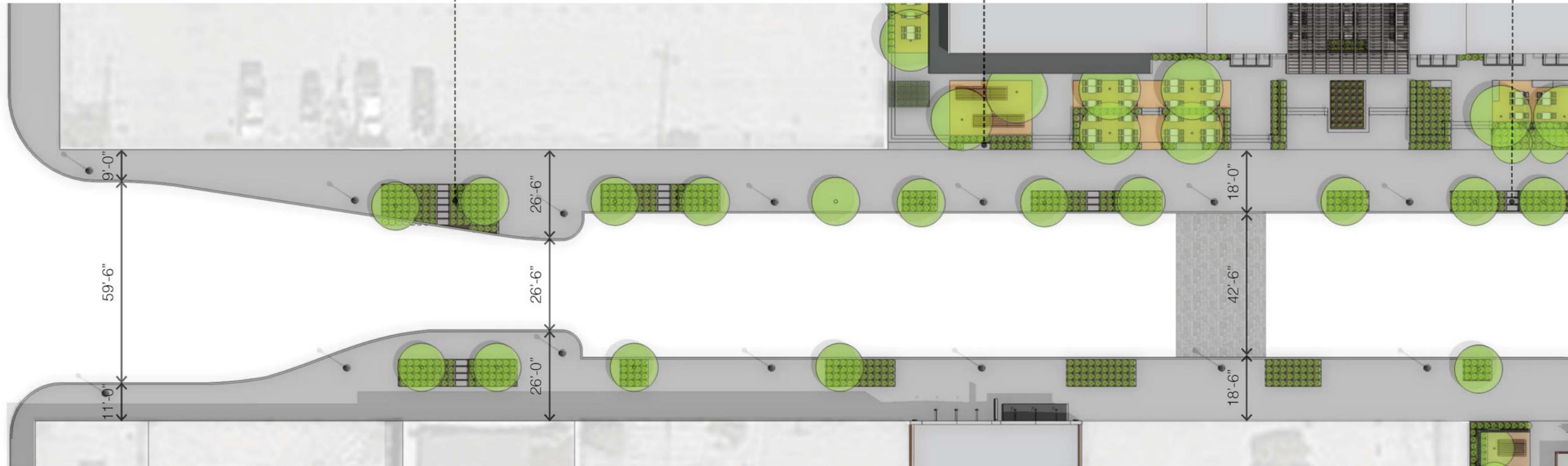
New rain gardens around existing trees on sidewalk capture runoff water from the street and sidewalk.



New poured-in-place concrete benches along sidewalk are incorporated into Radiator Plaza plinth.



Stone steps across rain gardens to access sidewalk from parallel parking spot.





New concrete sidewalk to replace existing brick pavers. Use pavers removed from this area to patch locations further east on Main.

< Case Study >  
Lower Greenville



Potential for new crosswalks on Main. New accent pavers in the street defining the crosswalk with parallel parking bump outs narrow the street and naturally slow traffic.



Keep existing street light posts in place and replace heads and lamps to increase quality of light and safety along Main Street.



# RADIATOR PLAZA LANDSCAPE PLAN



# ATWELL GARDEN LANDSCAPE PLAN



# POTENTIAL LEASING & WASTE MANAGEMENT PLAN



- Yellow: Restaurant/Dining
- Pink: Retail/Mercantile
- Blue: Common Restrooms
- Orange: Trash/Recycling/Grease Traps



CANOPY TREES FOR PLAZA & ORNAMENTAL TREES FOR RAISED PLANTERS



Texas Red Oak Allee Elm Chinese Pistache Thornless Mesquite



Shantung Maple Trident Maple Eve's Necklace Desert Willow

PLANTS FOR PLANTER BOXES & VINES FOR SCREEN WALLS



'Breaklight' Hesperaloe Prostrate Rosemary Heartleaf Skullcap Texas Skullcap



'Mandaianum' Confederate Jasmine Crossvine Coral Honeysuckle 'Major Wheeler' Honeysuckle

ACCENT PLANTS - NICHE/BORDER/PLANTER BEDS



Yellow Hesperaloe Paleleaf Yucca Twisted Leaf Yucca 'Nightblooming' Yucca Red Yucca Spineless Prickly Pear



Bear Grass 'Blond Ambition' Blue Grama 'Regal Mist' Gulf Muhly Lindeheimer Muhly Dwarf Maiden Grass Mexican Feather Grass

PLANTS FOR RAIN GARDENS



Fall Aster Purple Coneflower Black-Eyed Susan 'Henry Duellberg' Mealy Blue Sage 'Clyed Redmond' Louisiana Iris



Mexican Oregano Gregg's Mistflower 'Pink Preference' Salvia Greggii Pink Skullcap Zexmenia



'Autumn Blush' Gulf Coast Muhly Mexican Feather Grass Deer Muhly Lindeheimer's Muhly Prostrate Rosemary