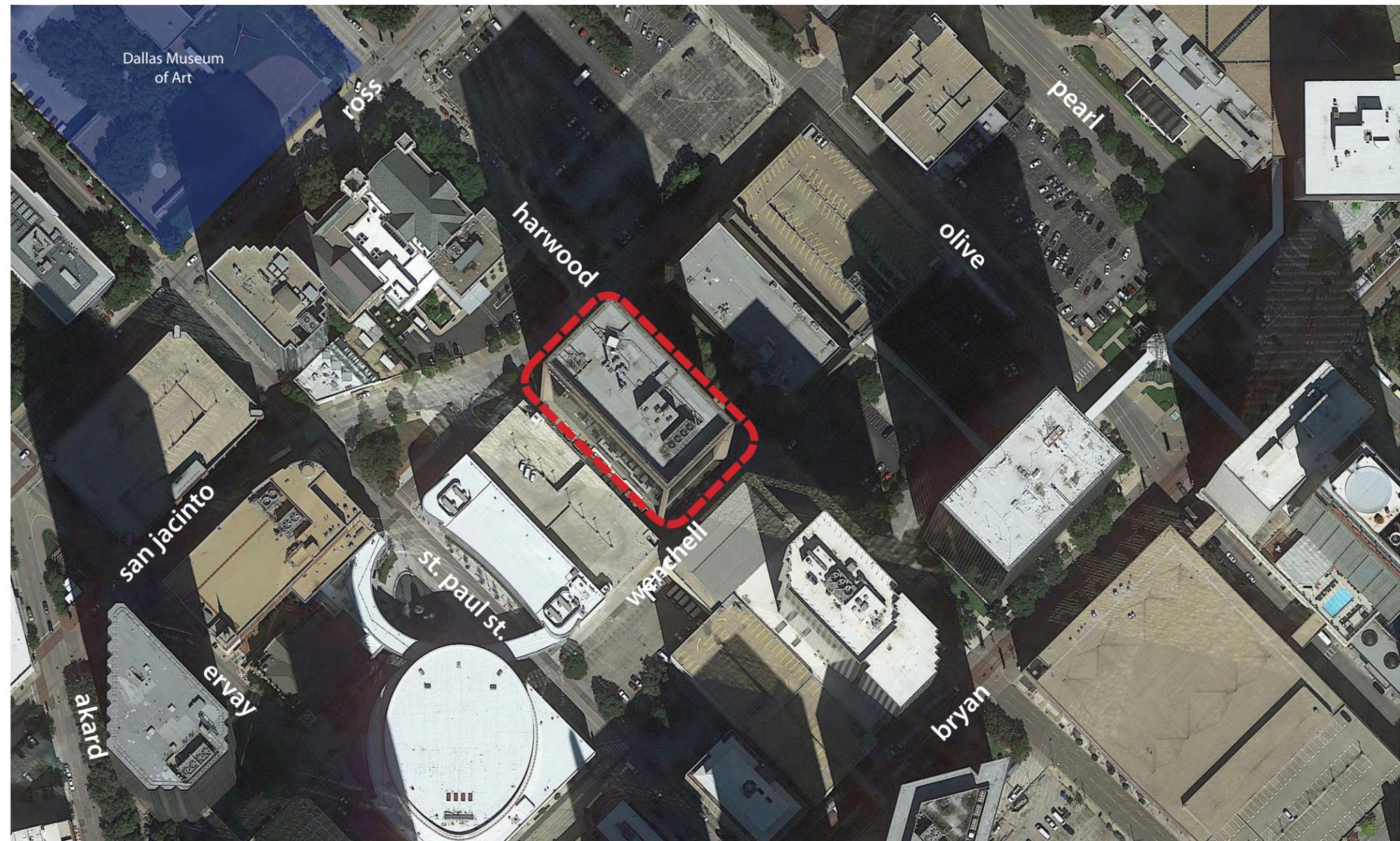


Applicable Urban Design Priorities Project Should Achieve

[1] Staff comments centered around enhancing and enlivening the ground level of the building through streetscape modification, additional entries, and exploring opportunities to spill activity from interior lease spaces into the public realm - Primary considerations for the project are centered around general enhancements to the ground level to better relate to the public realm.



Policy References

Downtown Dallas 360
Chapter 3, Chapter 4

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV [Downtown Connection]

Context Description

The site is located downtown on Harwood along the southern edge of the Arts District. Formerly known as KMPG Tower, the renovation of 717 Harwood is planning a series of interior and exterior improvements to enhance the street presence and help further promote activity at street level in this area of downtown.

Considerations for the proposed enhancements include building modifications at street level to open up and brighten the ground floor, creating additional entries to multiple lease spaces, and streetscape modifications to add patios and activity to the sidewalk.

717 Harwood

Neighborhood:
Thanksgiving/Commerce Center

Program:
Retail/Office



717 N Harwood

03.20.2015

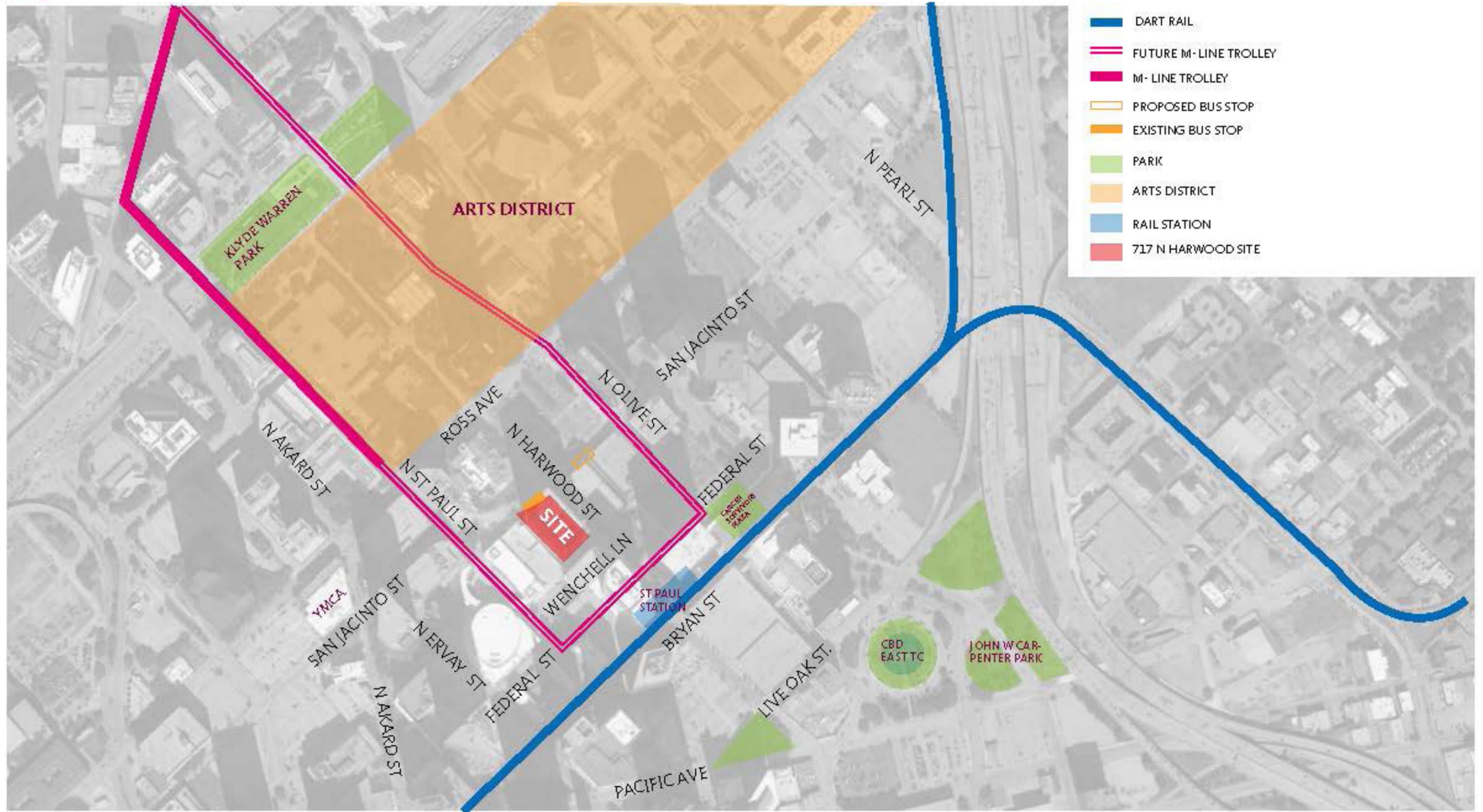
City of Dallas

URBAN DESIGN PEER REVIEW

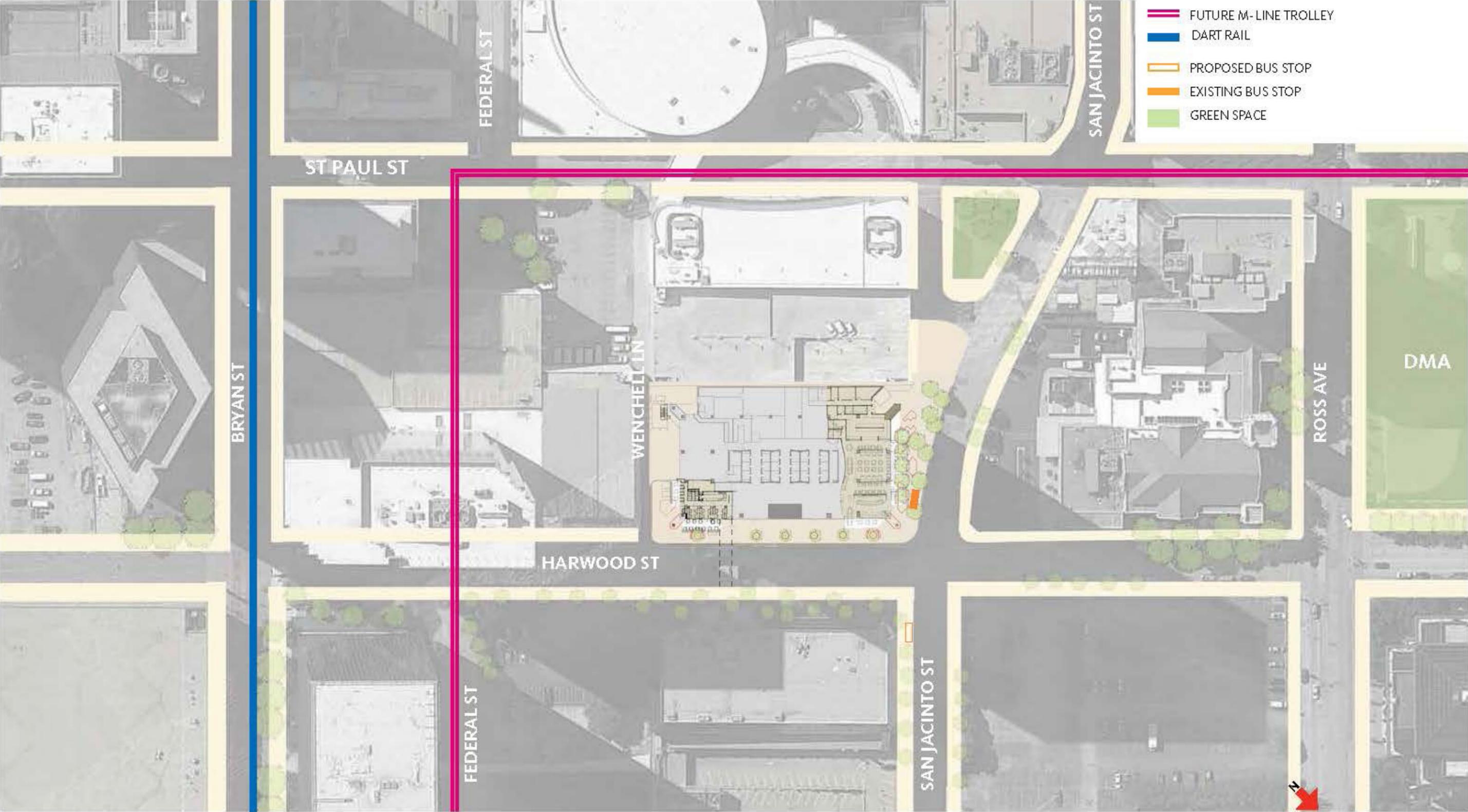
Content

[1] context plan	3
[2] photographs of the surrounding streetscape and adjacent area	5
[3] rendered site plan including landscape	6
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[6] building elevations and materials	13
[7] (no shadow study required)	-
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[1] Context Plan



[1] Context Plan



- █ FUTURE M-LINE TROLLEY
- █ DART RAIL
- PROPOSED BUS STOP
- EXISTING BUS STOP
- GREEN SPACE

[2] photographs of surrounding streetscape and adjacent area



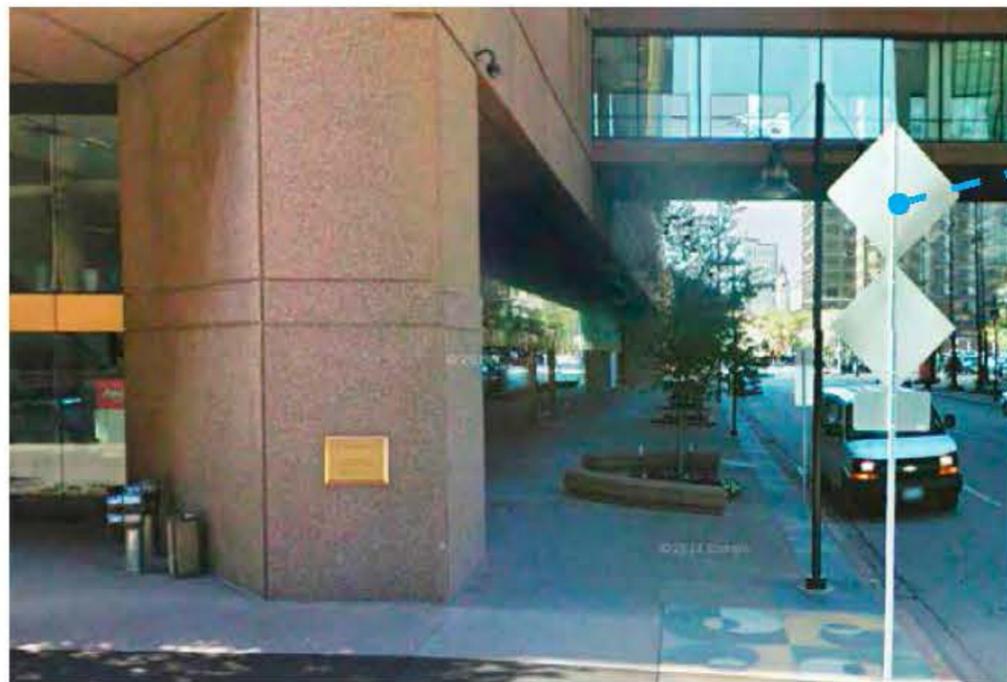
Wenchell Existing



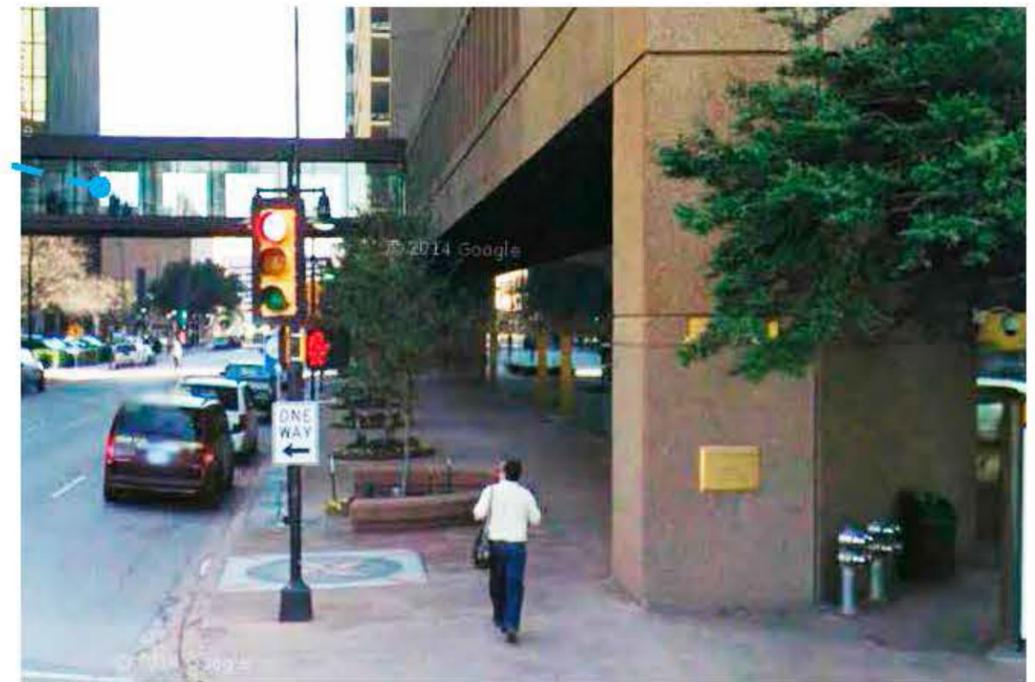
Ground Floor Plan



San Jacinto Existing



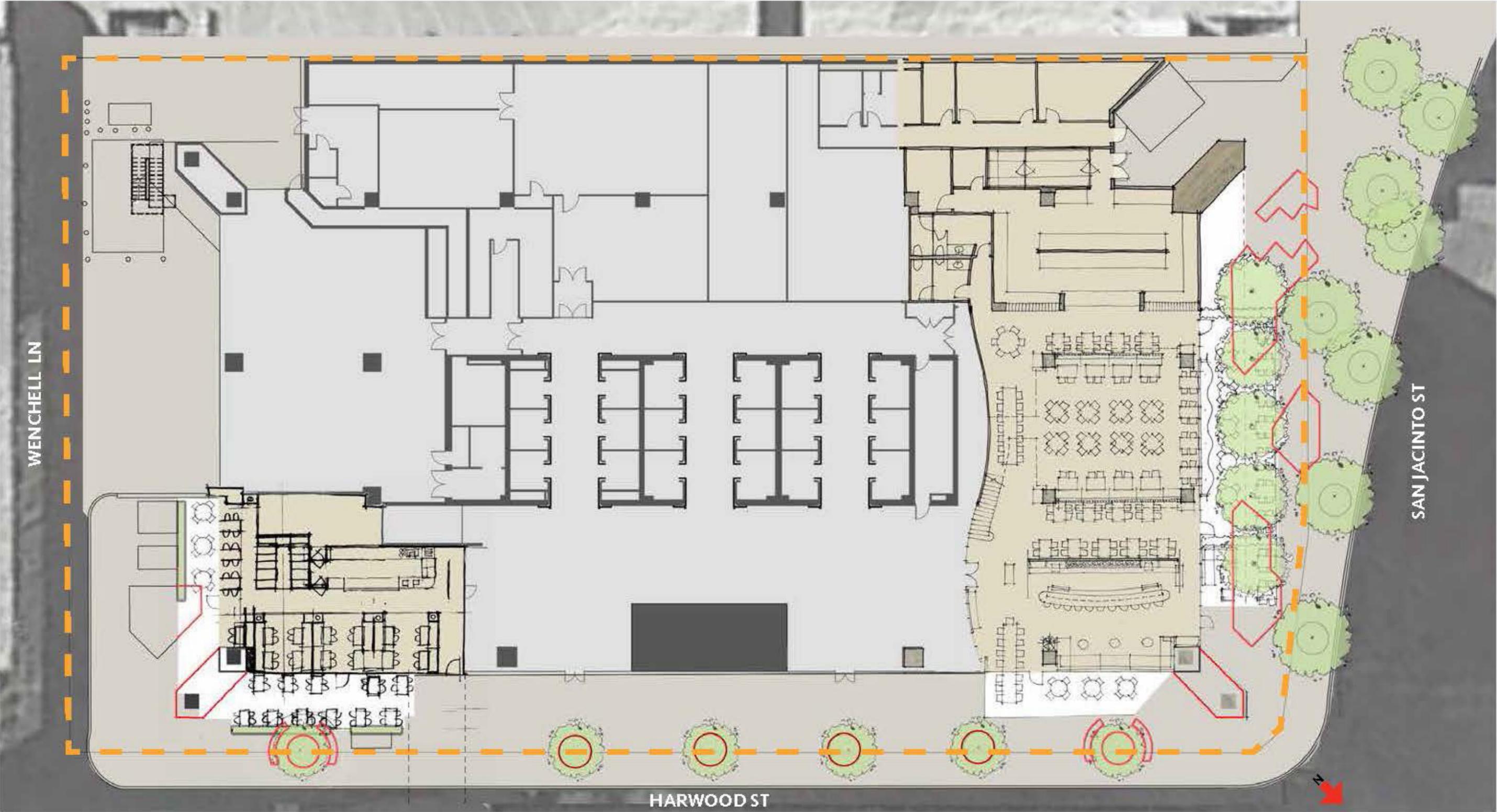
Harwood from Wenchell Showing Walking Obstruction



Harwood from San Jacinto Showing Walking Obstruction

[3] rendered site plan

— PROPERTY LINE
— DEMOLITION



[4] color renderings

— PROPERTY LINE
— DEMOLITION



Existing Comparison



Restaurant: Daytime Rendering

[4] color renderings



Restaurant: Evening Rendering

[4] color renderings

— PROPERTY LINE
— DEMOLITION



Existing Comparison



Deli from Harwood

[4b] color renderings_ new portal views



W1 - Wenchell North



W2 - Wenchell South

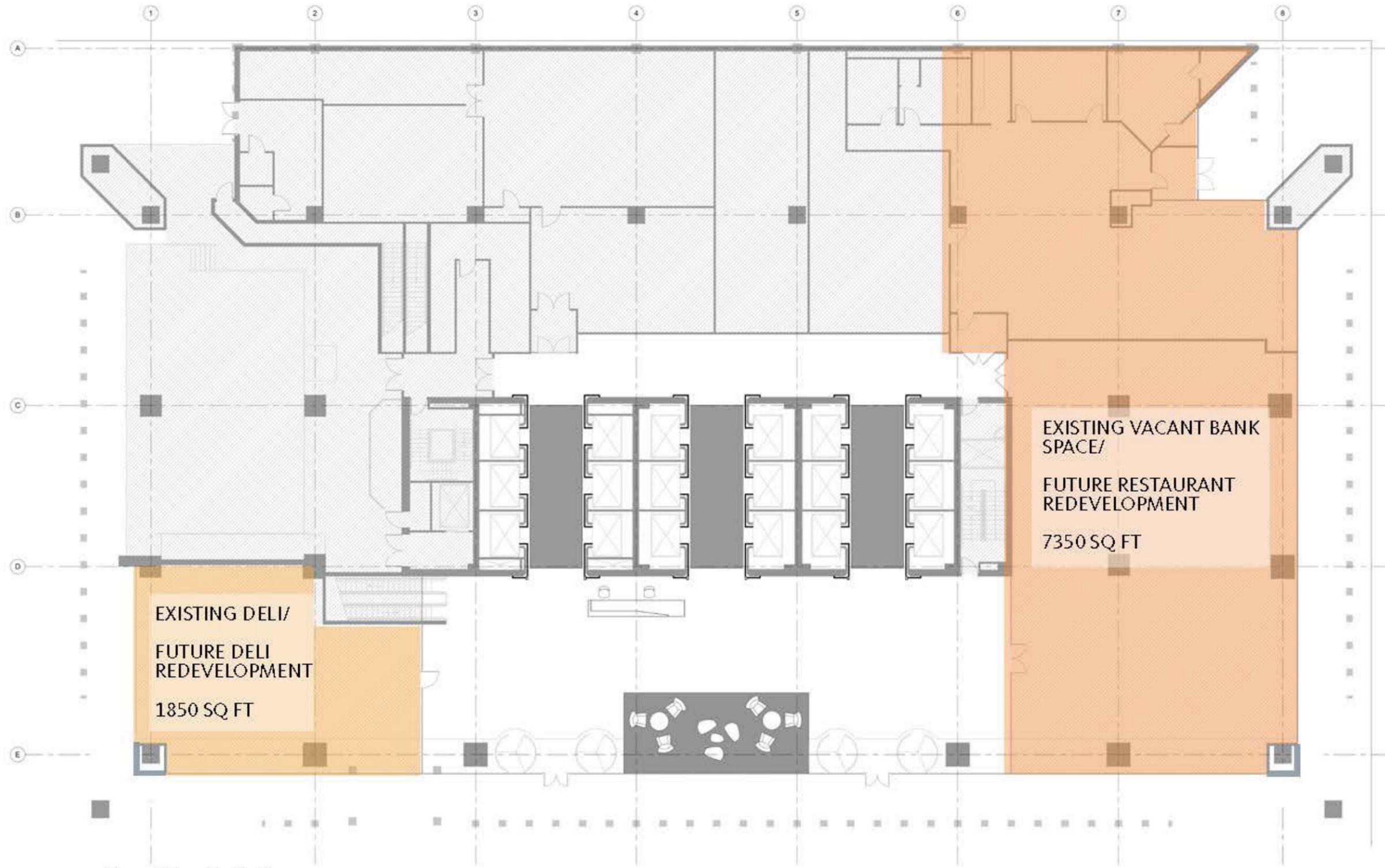


S1 - San Jacinto East



S2 - San Jacinto West

[5] ground floor plan

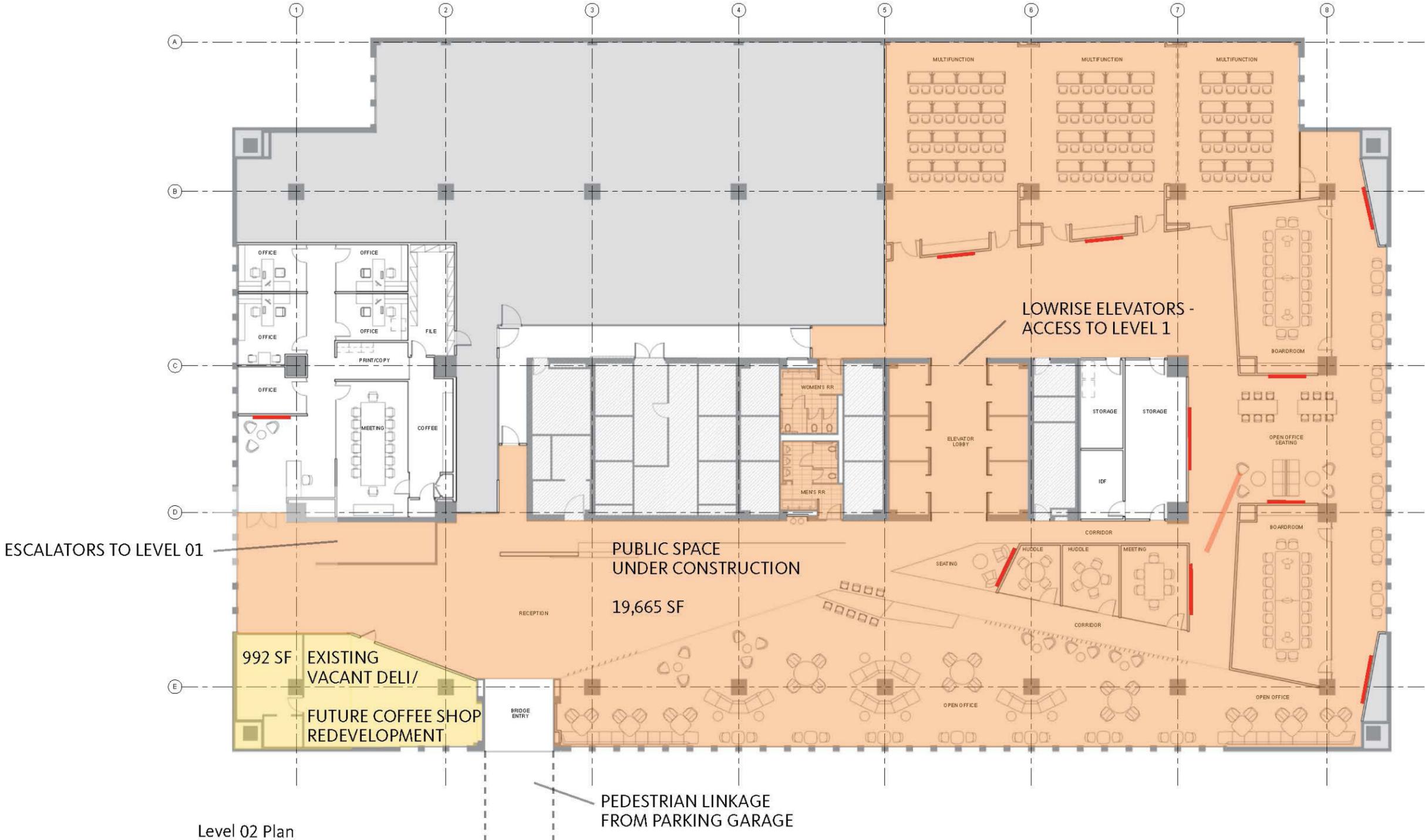


Ground Floor Finish Plan



[5] level 02 plan

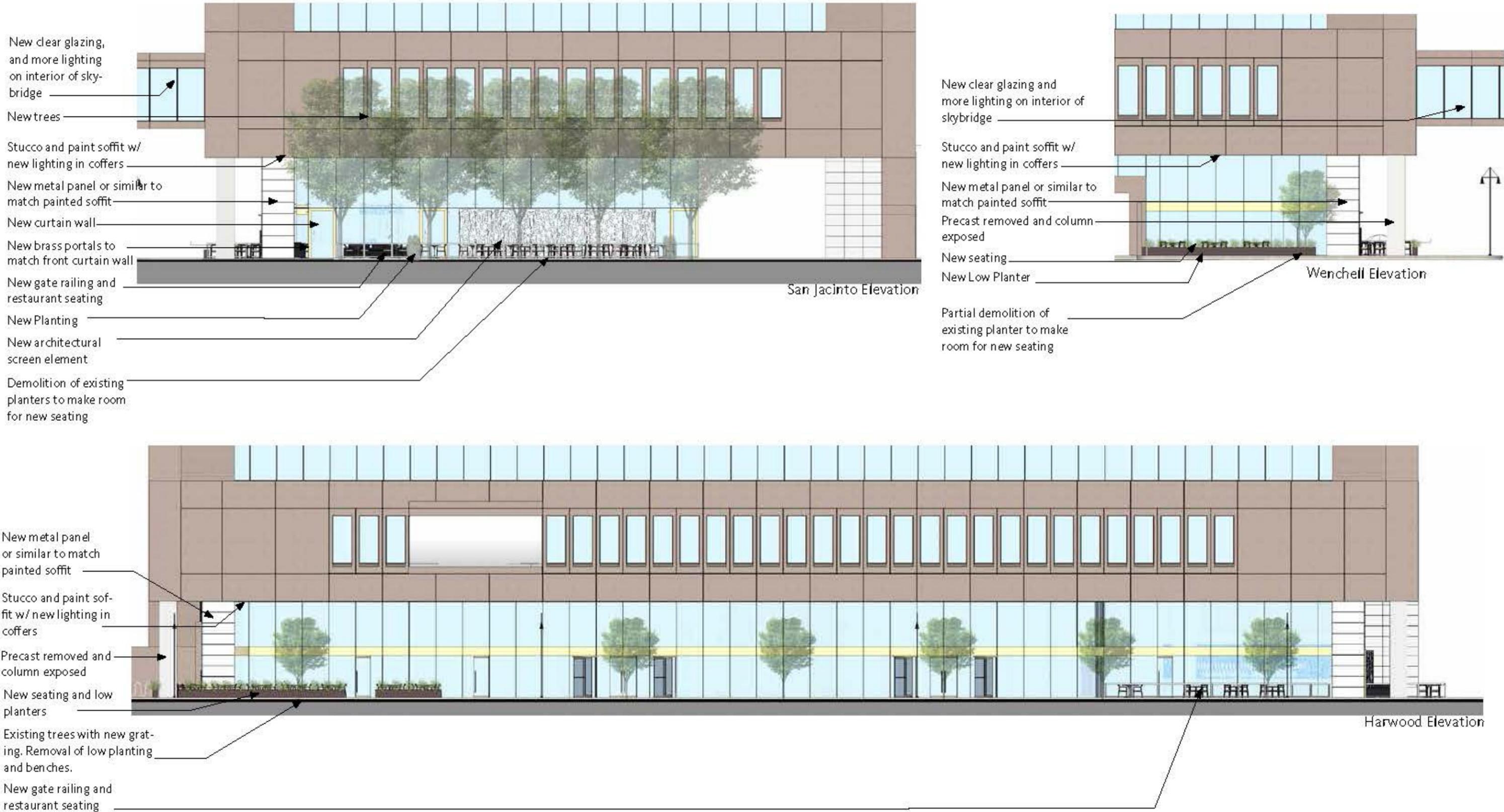
- UNDER CONSTRUCTION
- FUTURE DEVELOPMENT
- ROTATING ART INSTALLATIONS



Level 02 Plan



[6] building elevations



[8] project description

717 North Harwood is a 34 story, 844,326 square foot office tower located in the City Center TIF District of downtown Dallas.

Overview:

After years of poor maintenance and low occupancy levels, the office tower formerly known as KPMG Centre was foreclosed upon in June of 2012 and subsequently acquired by World Class Capital Group in March of 2014. The interior and exterior street-level improvements included herein are part of a broader capital investment aimed at restoring 717 N. Harwood to prominence with a program designed to acquire high-quality tenants, therefore accelerating the revitalization of downtown Dallas. The partially occupied building is immediately adjacent to the Arts District with close proximity to the city's DART rail and bus lines, as well as the recent expansion of the M-Line Trolley.

Lobby Upgrades & New Restaurant Space:

The existing ground floor is cosmetically and functionally outdated. Cosmetically, existing furniture and finishes will be removed and replaced with modern materials equivalent to those found in newly constructed class AA buildings. Functionally, vacant bank space on the West end of the ground floor will be redeveloped into a high-end Restaurant with outdoor seating. The existing Deli space on the East end of the ground floor will be completely updated and rebranded to cater to a lunch crowd looking for fresh, healthy menu options. The current plan also designates public space on the second floor, which is connected by a pedestrian skybridge to the Bryan Tower parking garage located across Harwood Street. The second floor will include a grab-and-go Coffee Shop serving Starbucks product, extensive public office and meeting space, and several art installations designed to rotate on a schedule coordinated with local vendors from the neighboring Arts District.

Building Exterior and Landscaping:

The exterior of 717 N. Harwood at the street-level requires significant updates to create a vibrant and welcoming presence necessary to maintain a vibrant streetscape. 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. The heavy aggregate is being refinished with light plaster on the soffits and metal panel on the angled columns for a modern aesthetic. Additionally, the East and West ends of the ground floor have been redesigned to include outdoor seating and improved pedestrian thoroughfares. The landscaping is being redeveloped to enhance visual and pedestrian connections into and across the site, replacing obstructive bench seating and low planting with pedestrian-friendly tree grates. Berms are being removed to make way for outdoor seating and a greater flow through the site, improving neighborhood connectivity. Another key upgrade includes branding elements and signage designed to attract visitors into the building for the various amenities. Collectively, these capital improvements aim to improve the visitor experience and viability of new tenants.

[9] additional materials - signage



Restaurant Name / Identification



Restaurant Name / Identification



San Jacinto Signage

[9] additional materials - signage



Deli Name / Identification



Restaurant Name / Identification



Restaurant Name / Identification



Harwood Signage