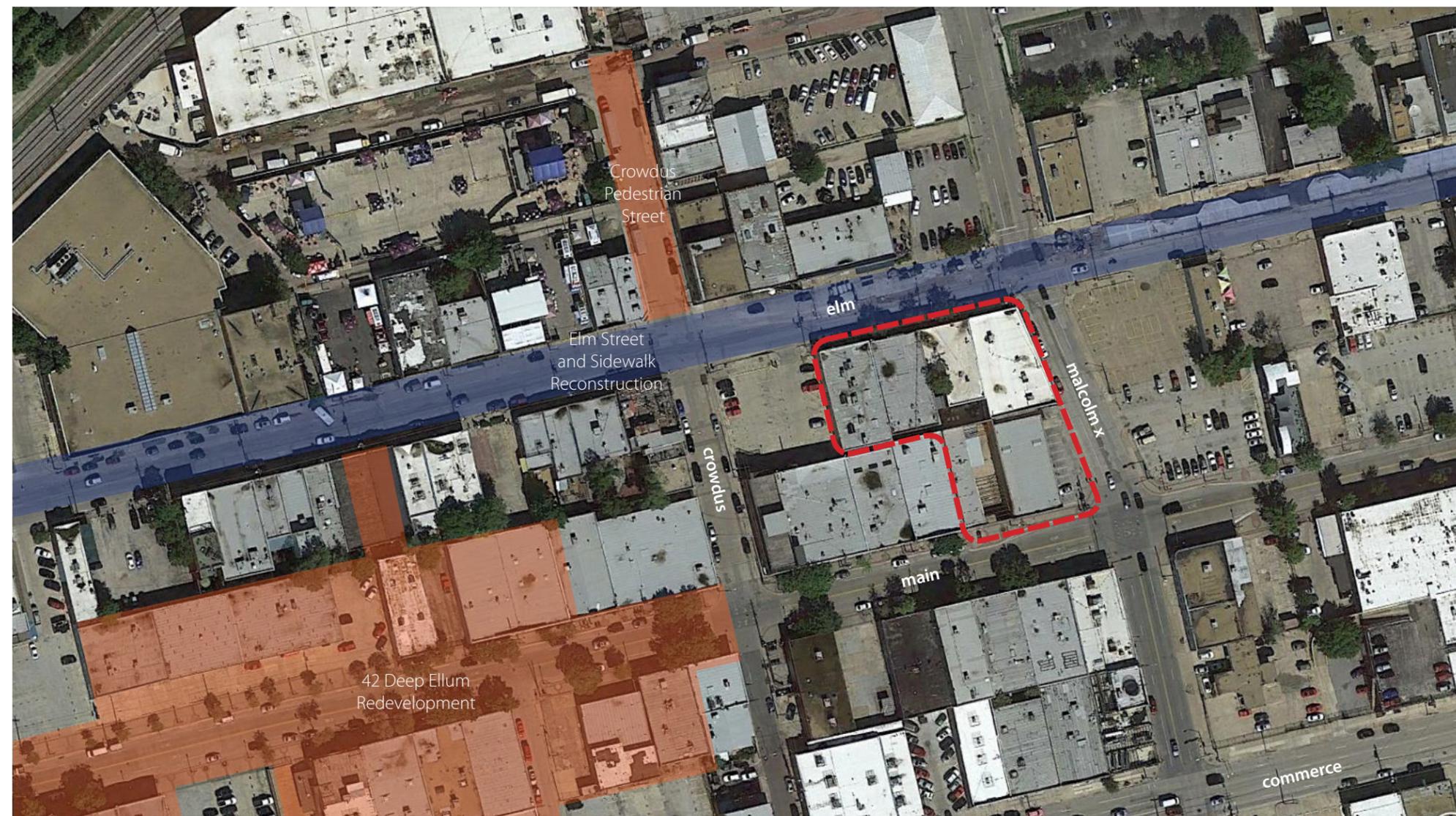


## Applicable Urban Design Priorities Project Should Achieve

- [1] Consider additional street trees along Malcolm X and at the proposed bulb-out on Main -  
Main -  
Consider additional street trees at regular intervals wherever possible along existing and proposed sidewalks.



### 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 project site is located in Deep Ellum with primary frontages along both Main, Malcolm X and Elm. The overall project scope involves leases with multiple commercial, restaurant and retail tenants along with significant facade improvements and building renovations. The project proposes a public mid-block pedestrian passage between Main and Elm which includes three connected pedestrian alleyways which radiate from a central courtyard space. In addition, outdoor patio spaces are proposed at the intersection of Malcom X and Main as well as at Elm.

Important considerations for the project include promoting the public nature of the alleys and internal courtyard through the relationship of access from the public realm, along with retaining the existing character of the neighborhood while reenergizing the existing buidlings included in the proposed redevelopment.

### Westdale Deep Ellum

Neighborhood:  
Deep Ellum

Program:  
Adaptive Reuse  
Retail/Commercial

# WESTDALE 2800 DE

## Information

**Address:** 2810-12 Elm St.  
2816 Elm St.  
2818-22 Elm St.  
2826 Elm St.  
2819-21 Main St.  
2823 Main St.

**Use:** Prospective tenants will be a mix of restaurants, cafes, shops, and services supplemented by public walkways & seating.

**Area:** 23,000 SF (Street-Level Commercial)  
10,000 SF (Pedestrian Walkways/Seating)  
5,500 SF (Roof Patio Seating)\*

**Scope:** Sitework in Walkways/Seating Areas  
New Site Utilities  
Raised Planters & Tree Wells  
Landscaping  
New Sidewalk along Malcolm X & Main  
Site Lighting  
Masonry Restoration  
Shoring of Roof Structures  
New Roofing  
New Storefronts  
New Building Shell (2819 Main)  
Canopy/Shade Structure  
Roof Patios\*

*\*Option still being explored through cost and feasibility studies*

## Project Description

The proposed project at the 2800 block of Deep Ellum is a master plan for the collection of adjoining properties controlled by Westdale within the block bounded by Elm St., Main St., Malcolm X Blvd., & Crowdus St. The vision for the properties is to stitch them together with a network of public pedestrian corridors meandering through the center of the block. This is accomplished by taking advantage of existing alleys repressed between the building and expanding them to make the passageways accessible from all bordering streets. All corridors lead to the centerpiece of the block, an open-air public courtyard that is surrounded by an eclectic mix of historic and new architecture. The mid-block courtyard will be accessible by all 6 buildings on site allowing for varied paths into the courtyard. Public and private, narrow and wide, covered and uncovered, seating and storefronts, art and landscaping, each pathway will have its own character and experience traversing the block.

### The Corridors

The Main Corridor (1,800 SF) lives within the eroded footprint of 2819-2821 Main St., the original structure was demolished by previous property owners leaving behind only the original façade and remnants of the exterior brick walls. The original structure was replaced with a lean-to structure erected on the western-half of the lot. The lean-to structure will be demolished and a new single-story structure will be built in its place behind the existing brick façade. The eastern half of the lot will remain open to facilitate the Main Corridor, an open air connector fronted by restaurant and retail storefronts. The corridor will provide light and air to adjacent buildings' storefronts.

The Elm Corridor (1,060 SF) is carved into the 2818 Elm space completing the mid-block connection out to Elm St. The northern entrance faces Café Brazil & Serious Pizza across Elm and is only a block away from many of Deep Ellum's music venues such as Trees, Club Dada, and Three Links. Occurring within the existing building structure, the original storefront opening acts as a "portal" into the alley and a new opening in the southern brick wall punches into the central courtyard. A series of new skylights will line the passageway, washing the space with natural light while providing protection and insulation during long Dallas summers.

The Malcolm X Corridor (1,700 SF) increases an existing 6'-0" alley between the backs of two properties by notching into the north quarter of the

2823 Main space. The north wall stays in place but existing windows openings are enlarged to allow visibility and accessibility into the newly "notched" garden off the Malcolm X Corridor.

The Crowdus Corridor (2,500 SF) broadens a fragmented network of narrow alleys behind the 2810-2816 Elm properties by setting back new storefronts at the rear of the buildings and cutting new masonry openings through from the courtyard all the way out to the parking lot at the corner of Crowdus & Elm (controlled by 42 Real Estate). This corridor takes place underneath the existing roof structure creating a shaded patio and back-door connection to these spaces fronting Elm.

In addition to being public corridors for pedestrians, these back alleys serve as the secondary exiting system and off-hour "back of house" servicing, solving a common issue for new tenants to Deep Ellum. A common service area will be provided into the southern quarter of 2826 Elm to be used for trash, recycling, grease traps, deliveries, and meter banks removing these necessary evils away from the street fronts and into a consolidated serviceable area off Malcolm X. A new roll-up door and curb-cut is proposed near the mid-block of Malcolm X for trash pick-up and servicing. No trash or recycling will be transported through the corridors and courtyard during peak business hours. The alley entrances and courtyard will be closed overnight with steel gates.

### Central Courtyard

At the convergence of the four corridors is an open-air space surrounded by greenery, shade trees, and outdoor seating forming the central courtyard. The 1,300 square foot public courtyard will serve as the jewel to the properties, ringed by shops, restaurants, bars and cafes with back-door connections, the courtyard will be activated with people throughout all hours of the day.

A characteristic of the overall site is the drop in elevation of approximately 4 feet between Main and Elm Streets. This difference in grade is made up by a set of widened stairs and an accessible concrete ramp near the central courtyard. The elevation changes naturally makes the courtyard feel like a raised plaza, but can also double as a stage for concerts and events.

### Corner Patio

At the corner of Main & Malcolm X, a small asphalt surface parking lot will be converted to a covered

patio and walkway. A new shade structure and storefront openings on the east façade of the 2823 Main, will bring new energy to this highly visible intersection in Deep Ellum.

### Roof Patio\*

One option the design team is still exploring is the addition of roof patios atop the new structure at 2819 Main and the existing building at 2823 Main. Between the numerous new storefront openings and poor structural conditions at 2823, a large amount of structural work will take place behind the existing brick walls. We are exploring efficiencies in these new structures to accommodate additional seating that hovers over the courtyard and offers uninterrupted views to downtown. The two patios would be connected by a catwalk spanning over the Main Corridor entrance, doubling as lateral support to the 2819-21 facade. Stairs to the roof patios would be located off the central courtyard.

### Adaptive Reuse

All original building structures are to remain, the intent is to preserve and restore the original character of these century old buildings and complement them with new and varied storefront designs (see streetfront and materials sections for more details). The interior space will be taken to "white box" conditions, leaving the spaces raw and exposed with new stub-ins for utilities such as waste, water, gas, and electricity.

### Parking

Per the new PD 269 passed last year, no off-street parking is required for a ground level use if the use is located in the original building for the first 5,000 SF (retail), first 2,500 SF (bar/lounge), and first 5,000 SF (restaurant). For new construction 1 space is required for each 275 SF (retail), 100 SF (bar/lounge), and 100 SF (restaurant). No parking is required for outdoor seating areas that are uncovered or have a permeable cover. Remote parking on a separate lot is allowable for walking distances up to 800 feet (new construction) and 1,200 feet (original buildings). Westdale controls two parking lots within the allowable new construction distance: a 63 space lot at Indiana & Malcolm X (~460 feet) and 120 space lot at 2700 Commerce (~750 feet). A structured parking garage is currently in the works for the 2700 Commerce lot as part of the Bomb Factory music venue renovation. The maximum parking required for the site would be 19 spaces, 1 space/100 SF retail for the new 1,875 SF single-story structure.



# WESTDALE 2800-DE

TIF APPLICATION DESIGN REVIEW • FEBRUARY 2015



DROESE RANEY  
ARCHITECTURE



## NEIGHBORHOOD CONTEXT

### Pedestrian

*Observations:* Cross-block distance from Crowdus to Malcolm X is approximately 340 feet.

*Analysis:* Create mid-block axis points to provide walkable shortcuts and better city connections.

### Bike

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

*Analysis:* Opportunity for true protected bike lane and future bike share station. Encourage bikeability by providing bike racks near Main St.

### Car

*Observations:* Elm and Main are two of the three major east-west connectors to Downtown. Elm is one-way westward and Main is two-way. Traveling north Malcolm X merges into Gaston providing easy access to Baylor & East Dallas communities. Malcolm X South is a major thoroughfare through South Dallas neighborhoods.

*Analysis:* The 2800 block is easily accessible and visible to surrounding neighborhoods.

### DART

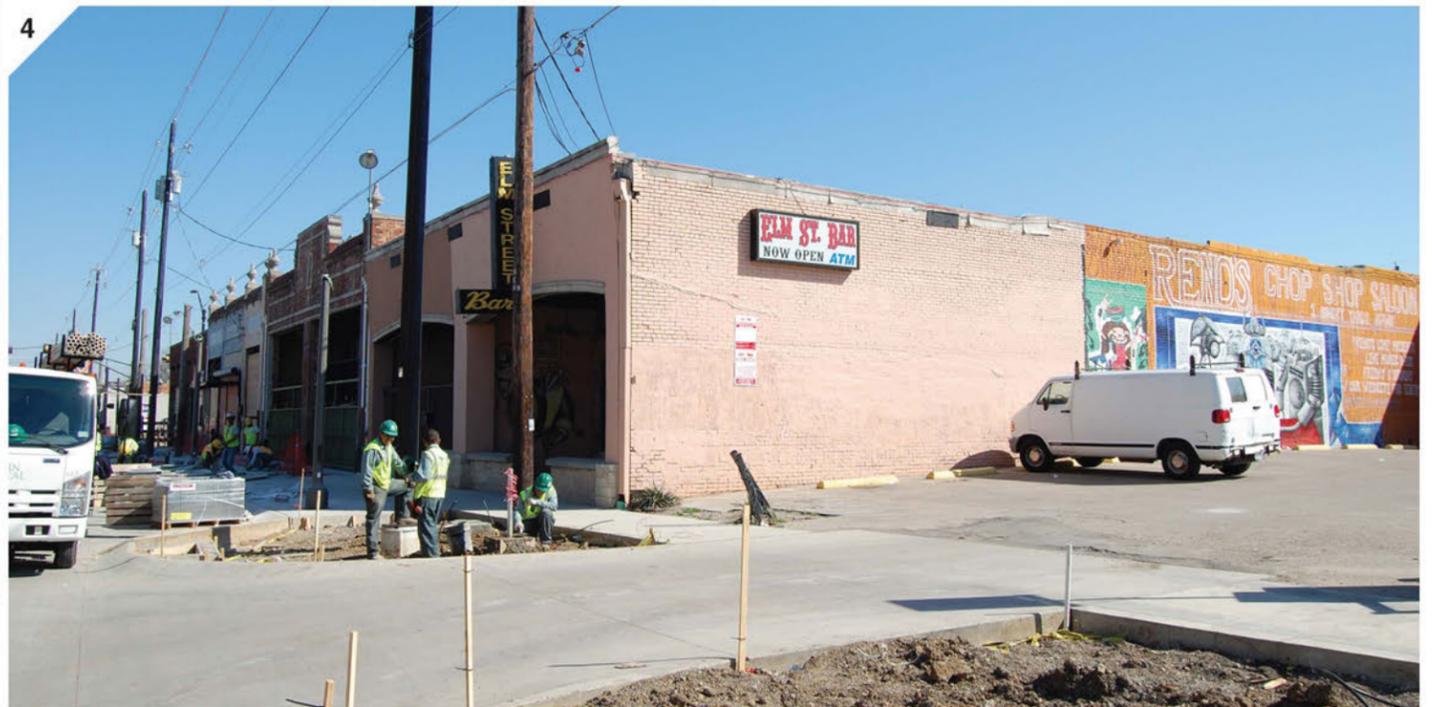
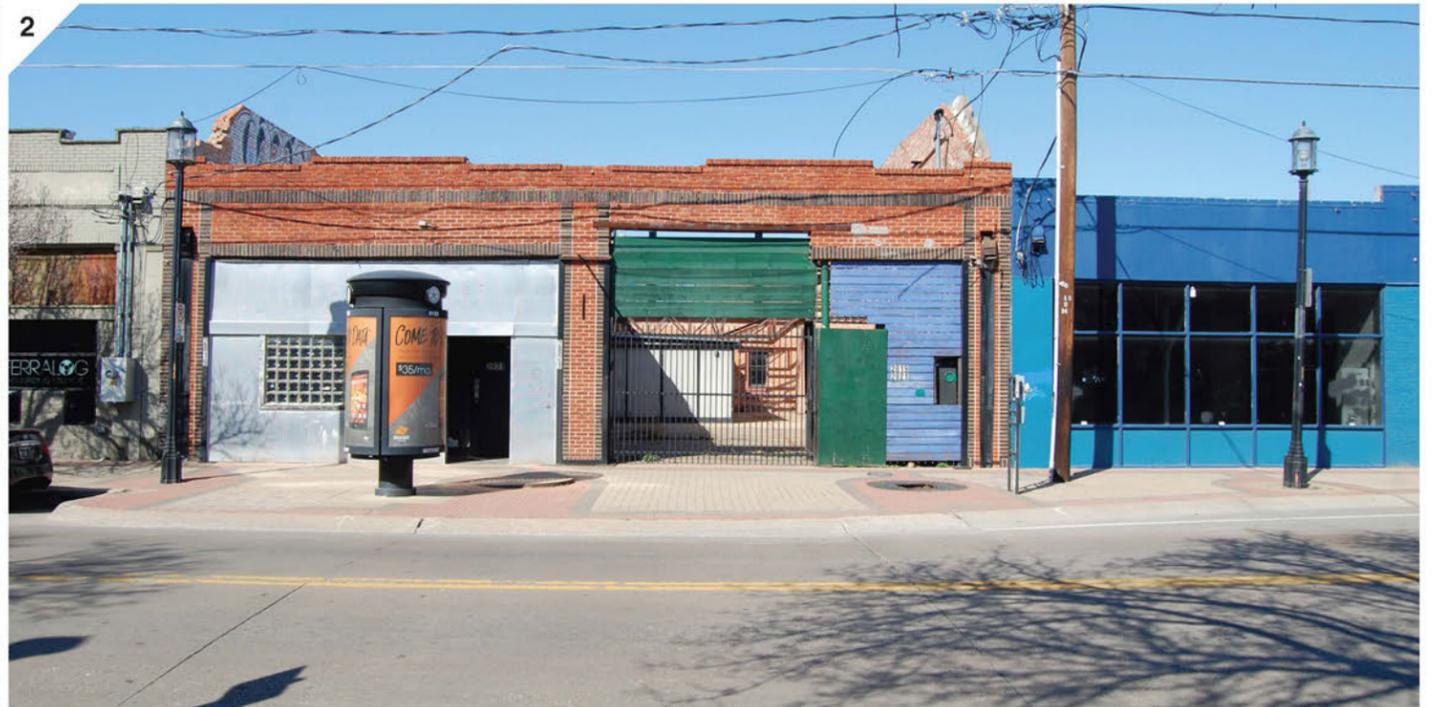
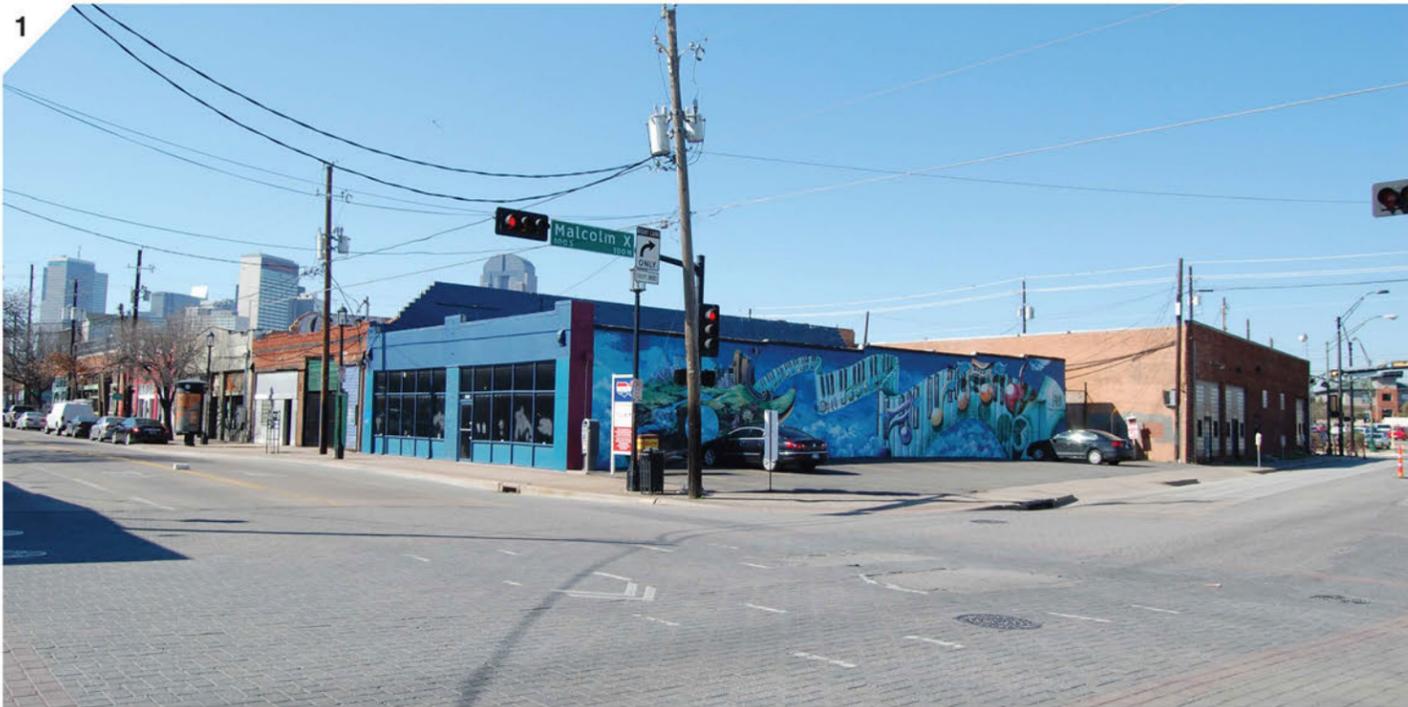
*Observations:* Baylor DART Station is approximately .2 mile or a 4 minute walk to the intersection of Elm & Malcolm X.

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

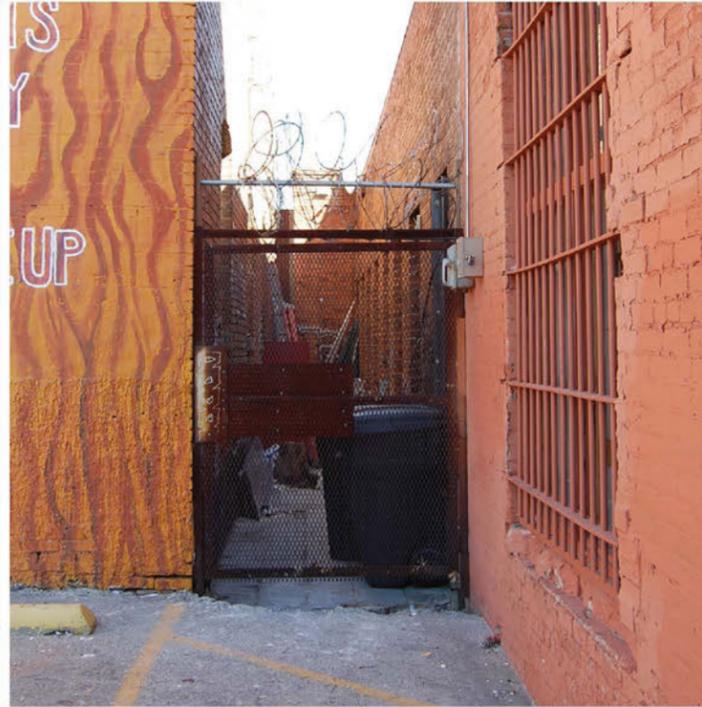
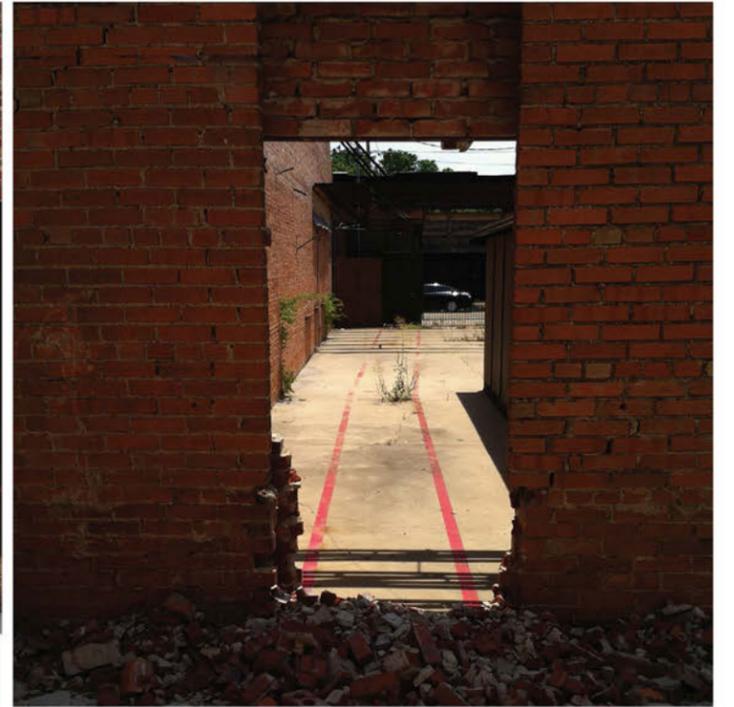
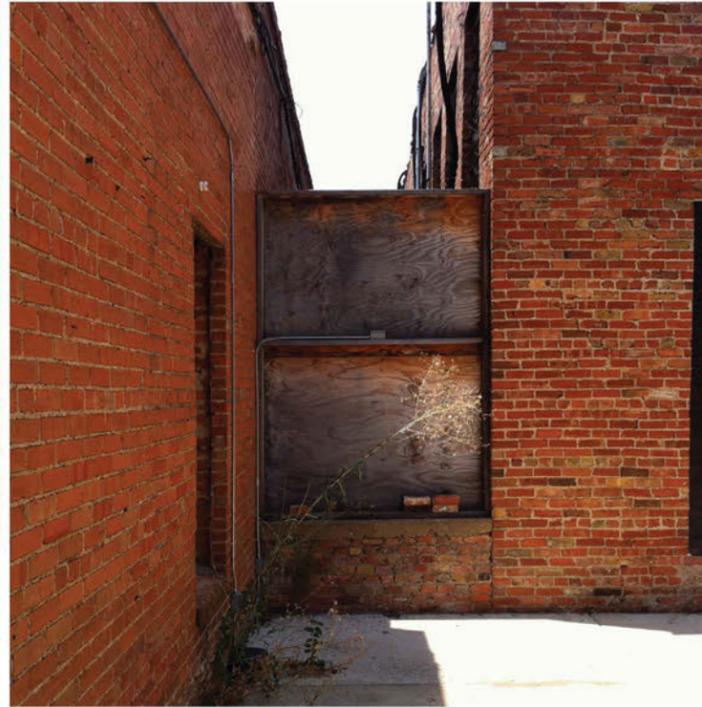
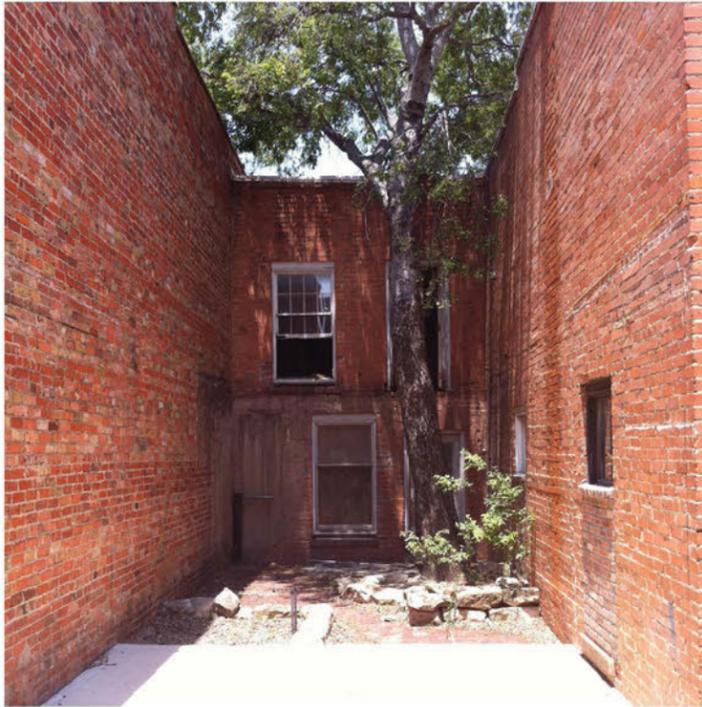
### Site Photos (opposite page)

1. Corner of Main & Malcolm X is occupied by a small surface parking lot.
2. The facade of 2819-2821 Main, the original structure behind the facade was demolished by previous owners, a lean-to structure was built in its place on the west-half of the lot leaving an open-air area on the east-half.
3. Corner of Elm & Malcolm X is lifeless with unoccupied and opaque storefronts.
4. Corner of Crowdus & Elm is occupied by a large surface parking lot controlled by 42 Real Estate. Elm Street construction is slated to be completed by summer of 2015.





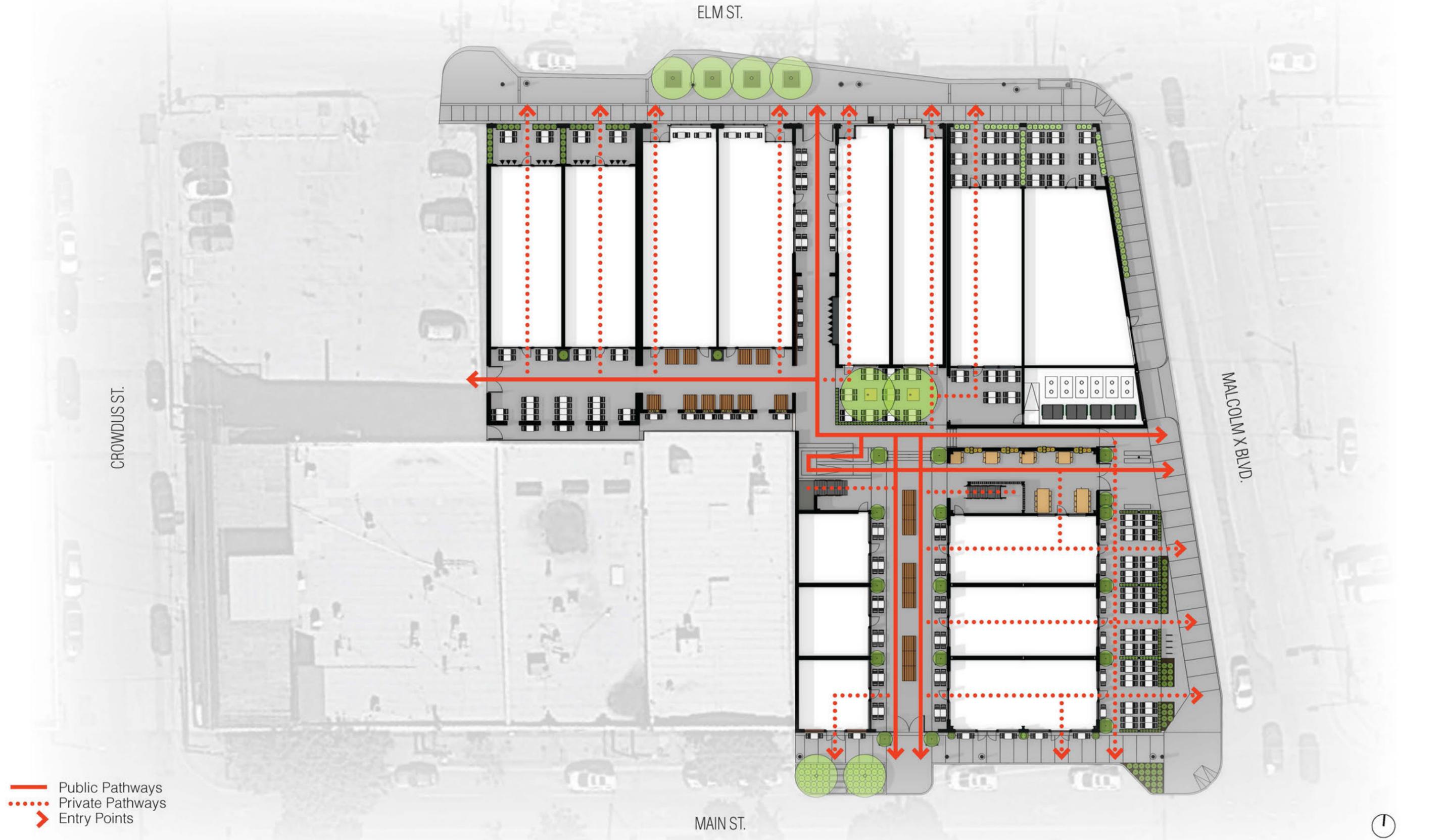
# SITE PHOTOS - EXISTING ALLEYS & COURTYARD



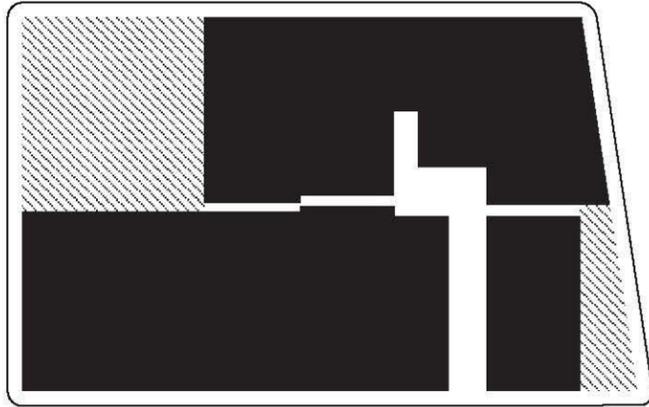
SITE PHOTOS - BUILDING INTERIORS



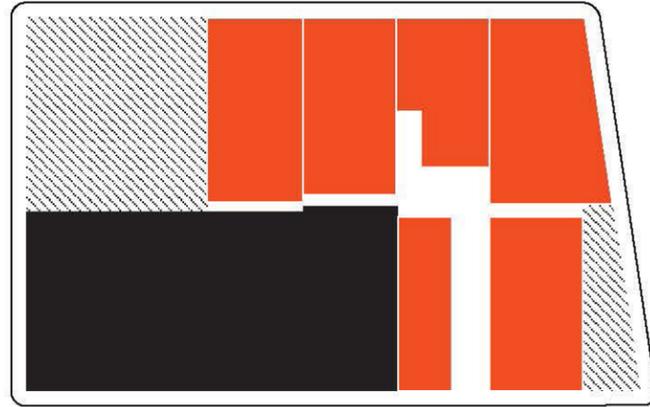
# BLOCK CIRCULATION



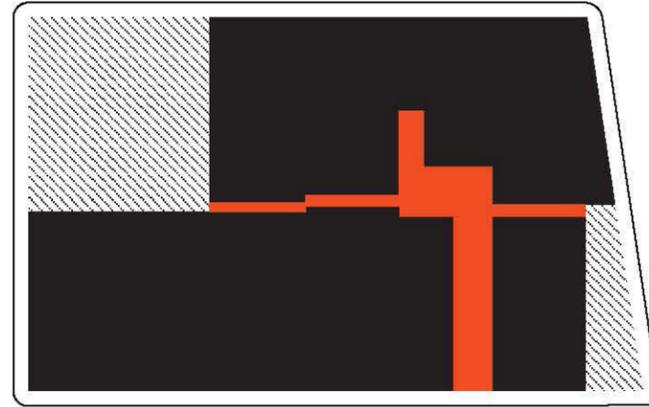
- Public Pathways
- ..... Private Pathways
- Entry Points



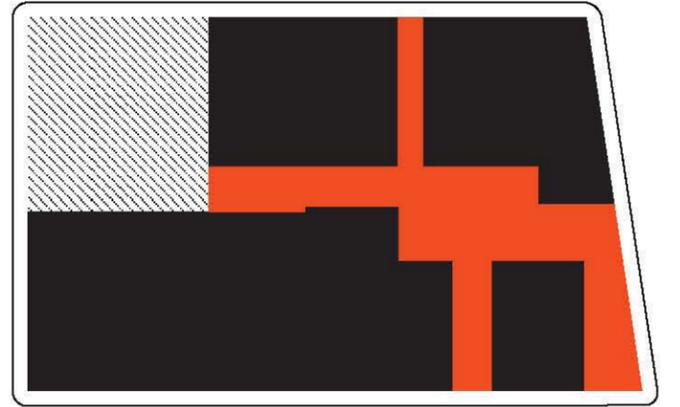
Existing Block



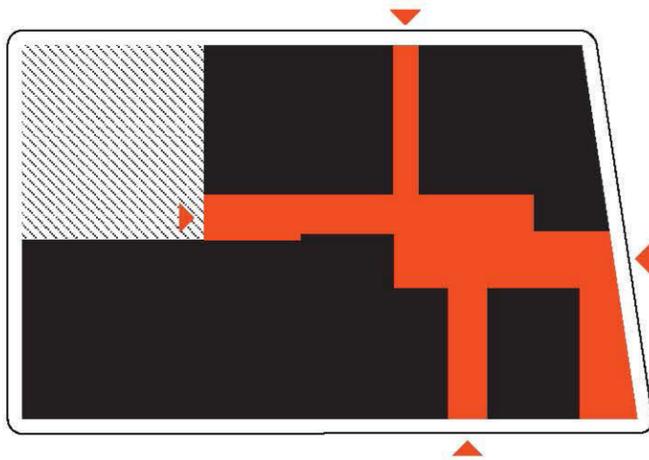
Westdale Controlled Properties



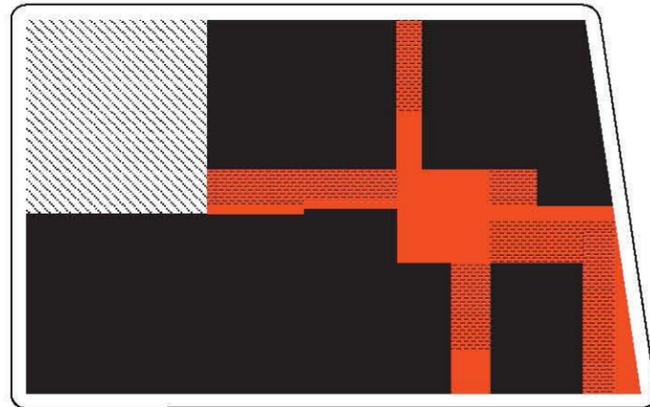
Existing Alley



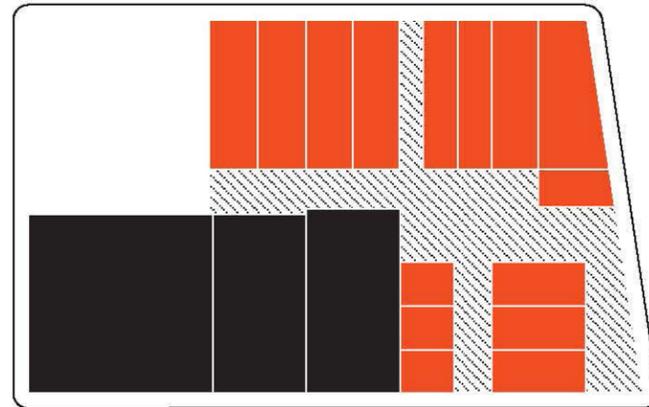
Expanded Alley Network



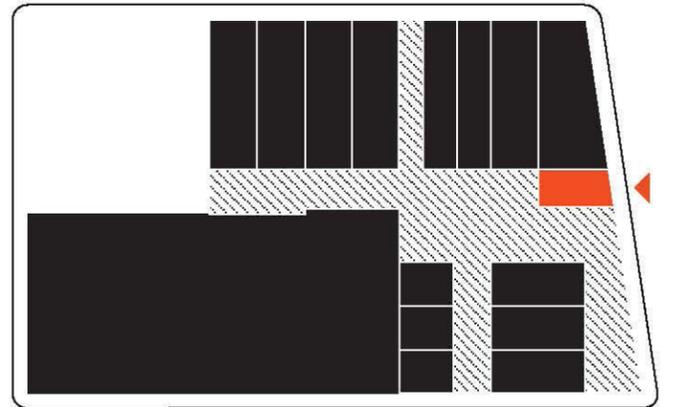
Public Entry Points



Shaded/Covered Areas



Leasing Plan



"Back of House" Services

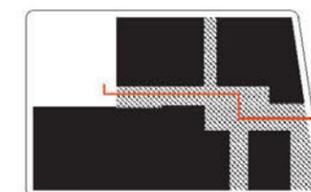
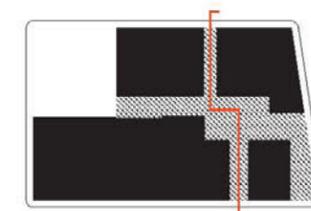
# MAIN STREET CORRIDOR



## Main Street Corridor Entrance

An open air connector fronted by restaurant and retail storefronts carved into new and original buildings. A shade structure for the roof-patios extends over seating in the corridor.

# BLOCK SECTIONS



**Corner of Elm & Malcolm X**

The storefront of 2826 Elm is setback from the street creating a recessed patio beneath the roof structure. A new steel grow screen is proposed to partially clad the brick facade to form an urban green wall at the corner.



Elm St. Elevation



Malcolm X Blvd. Elevation

**Corner of Main and Malcolm X**

A small surface parking lot at this intersection is converted to an outdoor patio and walkway covered by a new shade structure integrated with lighting & outdoor fans.



Main St. Elevation

## BUILDING MATERIALS

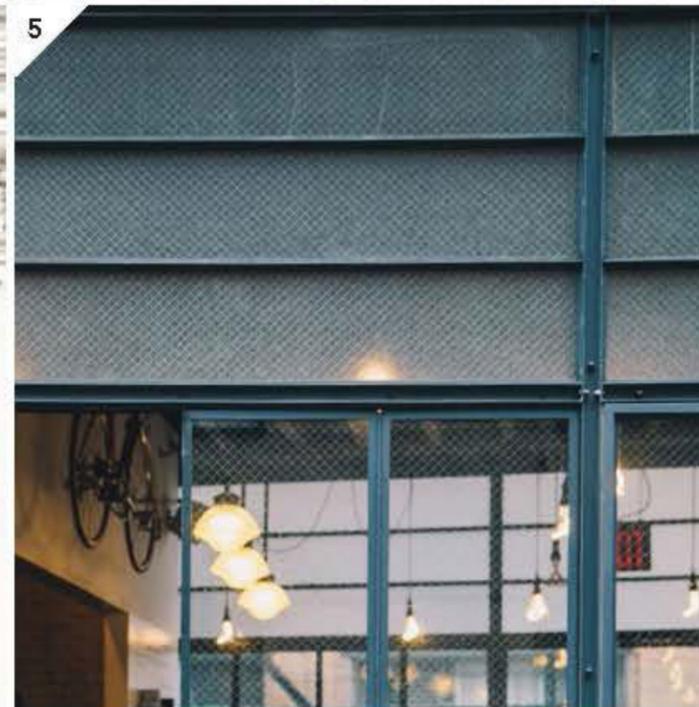
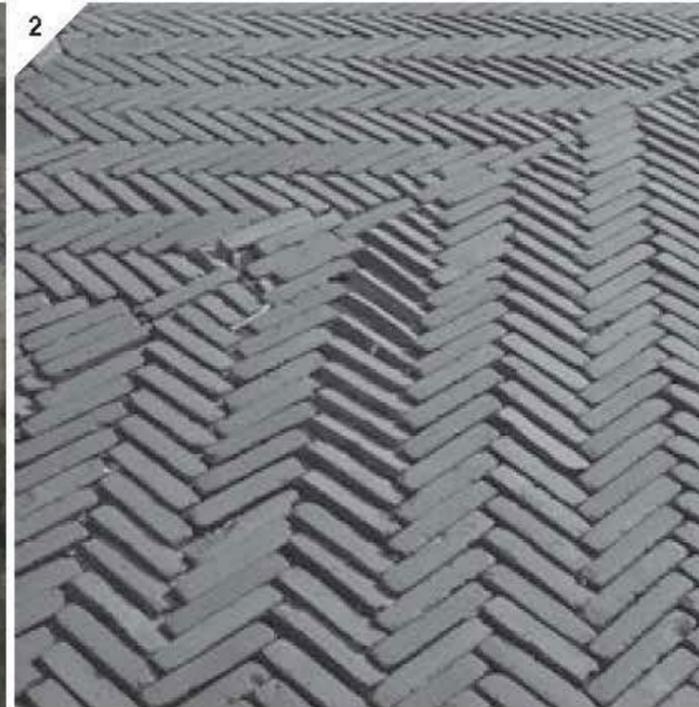
The environment of Deep Ellum is largely dependent on the design of storefronts along the public right of way. Storefronts are not only intended to maximize the store's impact and visibility in an exciting and innovative manner, but also to activate the street and consider the pedestrian scale through 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. Each storefront is designed for compatibility with the character of the building, the surrounding architectural context, and overall project image.

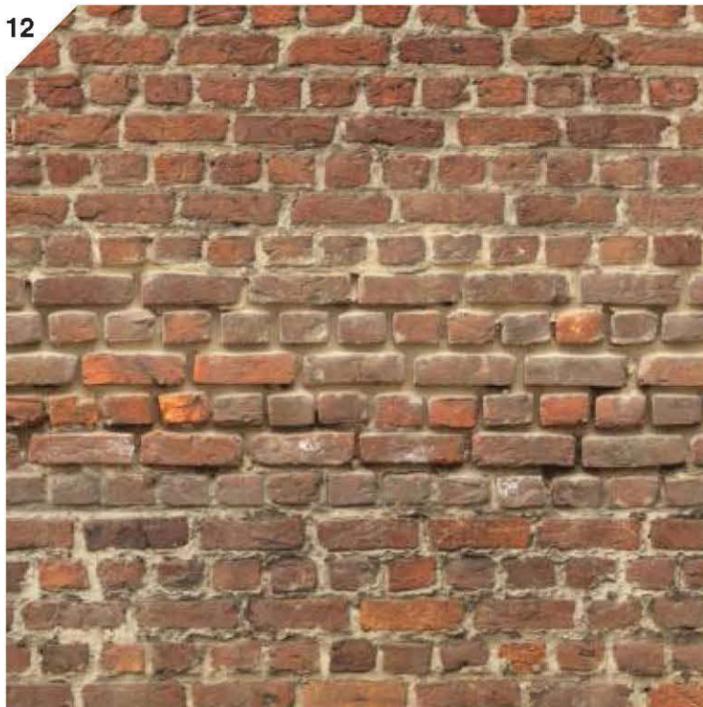
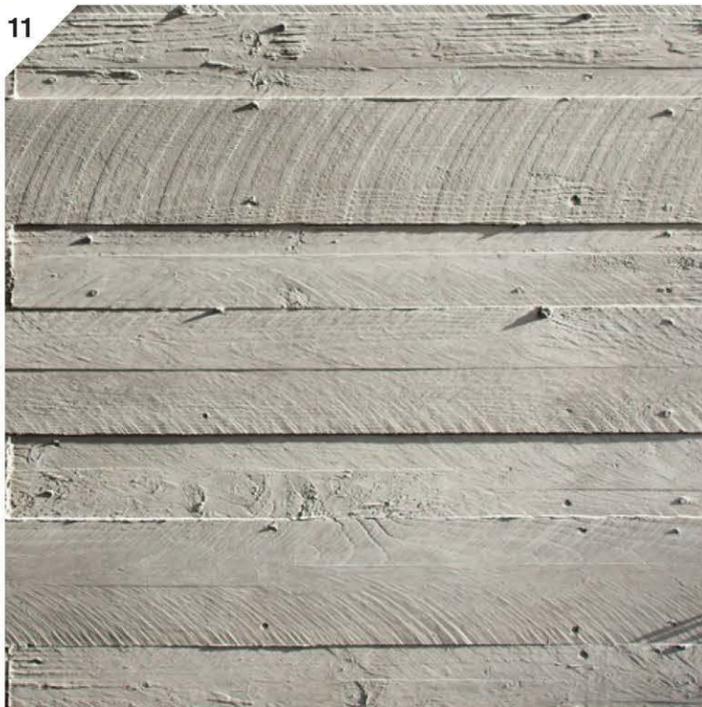
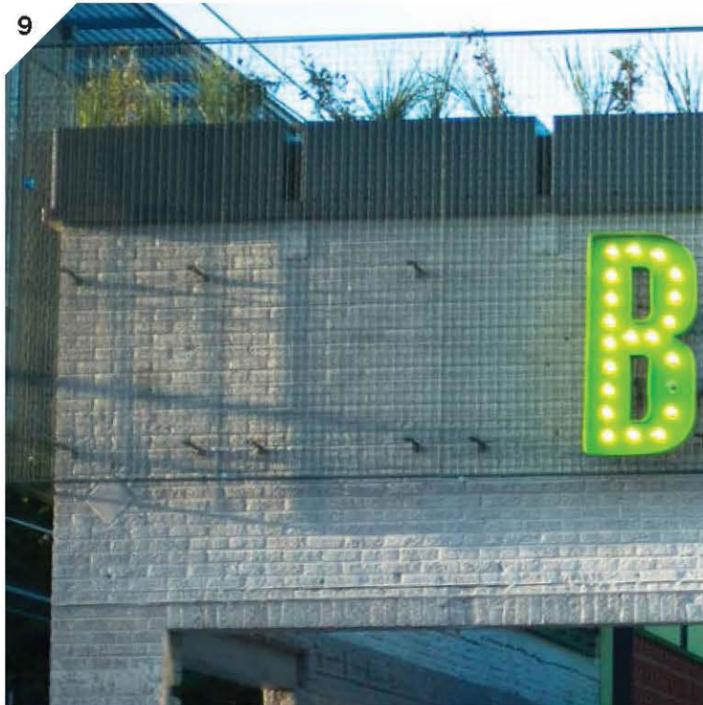
We have developed a series of design criteria into each storefront design including:

- 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

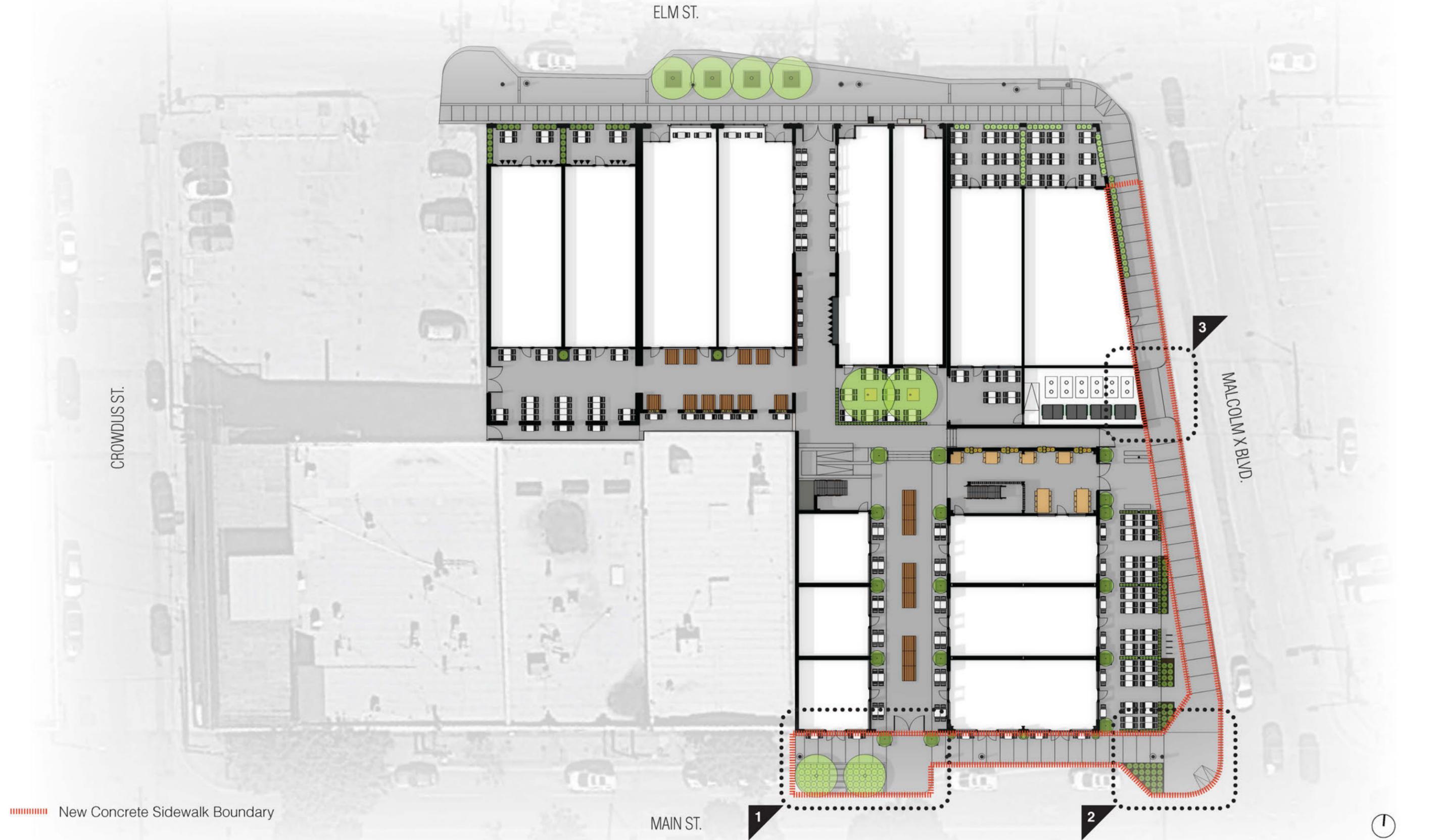
### Material Photos (opposite page)

1. Ground & polished concrete floor slabs
2. Permeable paving in walkways/courtyard
- 3-6. Variation in storefront design from traditional to contemporary, wood to steel, fixed to operable.
7. Storefront base protects storefront from urban abuse & water infiltration.
8. Sidewalk furniture, seating, and plantings extend life of the store out to the street
9. Grow screen on brick facade
10. Steel stair inspiration for potential courtyard stairs to roof patio.
11. Board-formed concrete
12. Reclaimed brick from demoed walls
13. Exposed roof decking
14. Murals and street art for blank alley walls





# LANDSCAPE & SIDEWALK PLAN



----- New Concrete Sidewalk Boundary

## STRATEGIES

1. New rain gardens and shade trees on sidewalk capture runoff water from the street and sidewalk.
2. Proposed bump-out at the corner of the Main & Malcolm X. The current corner is very narrow and congested with streetlight poles, light posts, power line poles, and trash cans. Enlarging the corner provides more walkable area and captures 2-3 additional parallel parking spots on Main.
3. Proposed curb-cut for dumpster truck and delivery access to the site's common service area. This curb cut location conflicts with one parallel parking spot on Main that we propose to replace with the new corner bump out on Main. The two existing curb cuts off Malcolm X for the surface parking lot will be removed, cutting the linear curb cut area on the street in half.
4. New concrete sidewalk to replace existing brick pavers on Main and disjointed concrete sidewalk on Malcolm X. Use pavers removed from this area to patch locations further east on Main.
5. Keep existing street light posts in place and replace heads and lamps to increase quality of light and safety along Main Street.
6. The existing crosswalks on Main and newly constructed on Elm have accent pavers in the street defining the crosswalk. There is potential for new mid-block crosswalks that align with the corridor entrances, these crosswalks could have a different character structure like public murals defining the walkway.



# CANOPY TREES FOR PLAZA & ORNAMENTAL TREES FOR RAISED PLANTERS



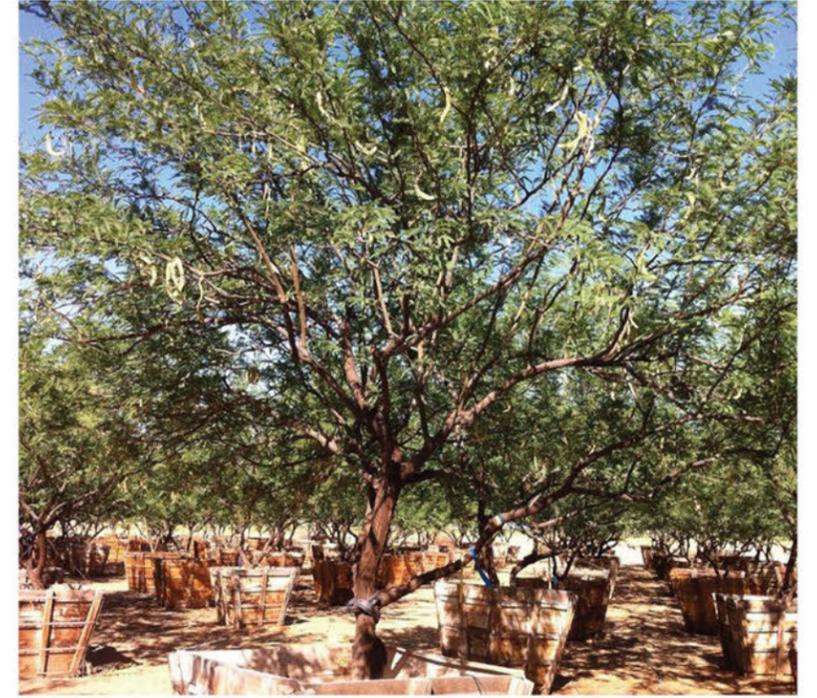
Texas Red Oak



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



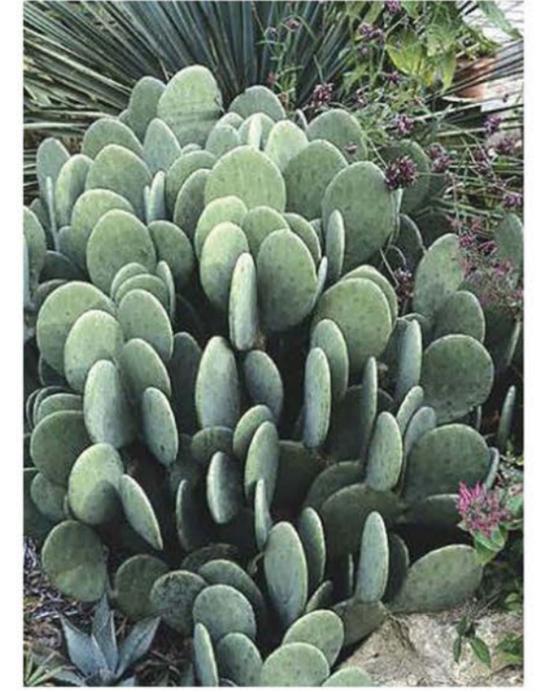
Twisted Leaf Yucca



'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