

Applicable Urban Design Priorities Project Should Achieve

- [1] Proposed plaza design on east side of site should be designed as a multi-phased approach to allow for a potential larger pedestrian vision on Munger Avenue-

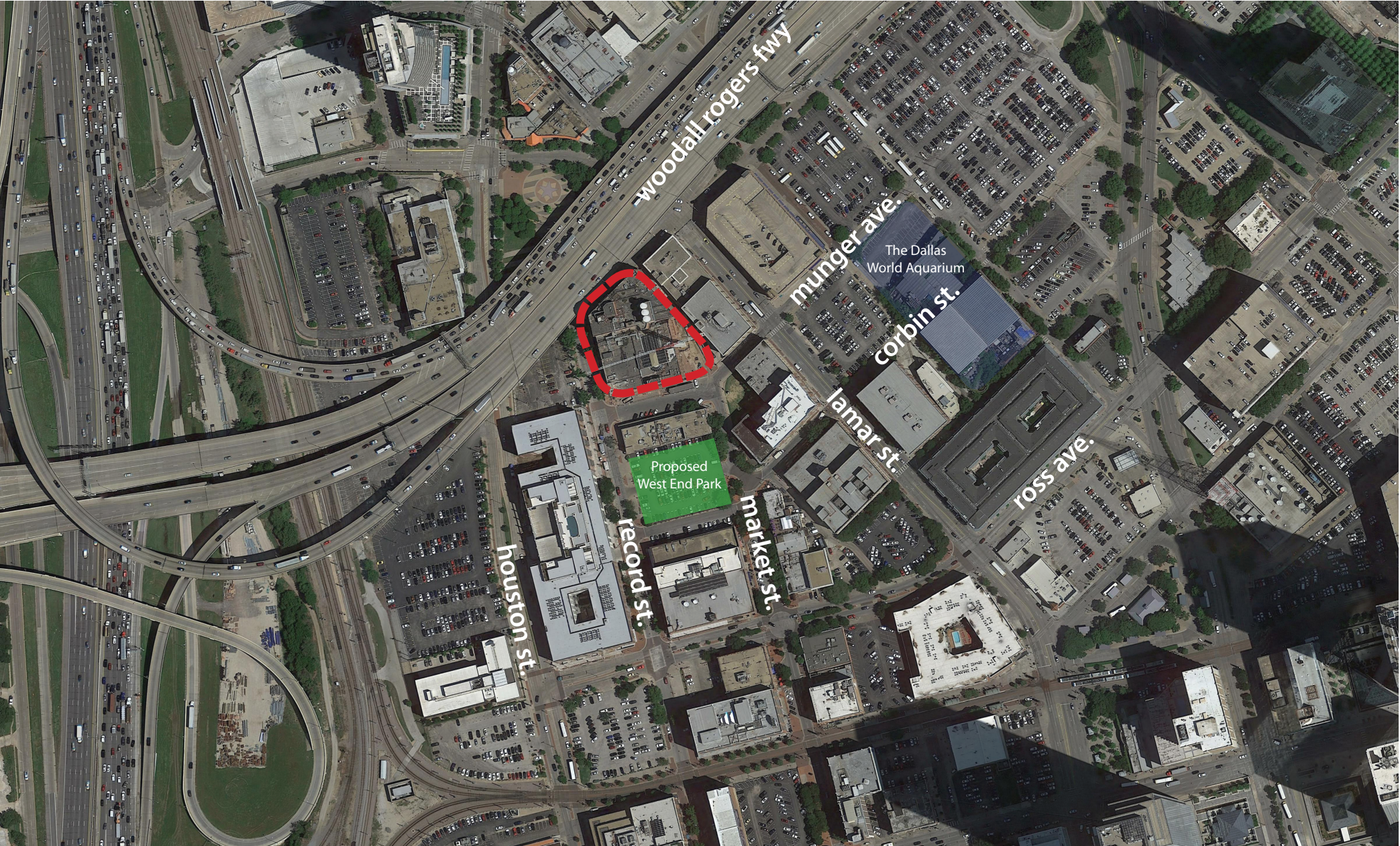
The plaza should be envisioned as the first phase, and its design should reflect such a vision. Additional considerations should be considered for the materials use within the plaza design.

- [2] Northeast side of the project should be designed to activate and engage existing Dallas Alley -

Design should consider ground level activity as well as facade design and material treatments to ensure an exciting and inviting link from the West End to Victory Park.

- [3] Plaza and streetscape should be composed of materials that communicate with existing materiality of West End Historic District-

Design should consider the history of the neighborhood, the history of the site (including its connections to Dallas' historic platting as well as rail), and the design guidelines outlined by the District standards.



Policy References

Downtown Dallas 360  
Chapter 3, Chapter 4

Forward Dallas!  
Section 5 [urban design element]

TIF Urban Design Guidelines  
Part III, Part IV [West End]

Context Description

The site is located along the northern border of the West End Historic District with the primary building facade located along Munger Ave. The FactorySix03 development is located two blocks southwest of the Dallas World Aquarium and six blocks north of the Sixth Floor Museum at Dealey Plaza. West End Station is also located four blocks from the development.

Specific considerations include enhancing connections to Victory Park via Dallas Alley, designing so as to contribute to a proposed new West End Park on adjacent parking lot, as well as contributing active ground level uses to enhance the pedestrian environment of West End.

Factory Six03

Neighborhood:  
West End Historic District

Program:  
Retail/Office

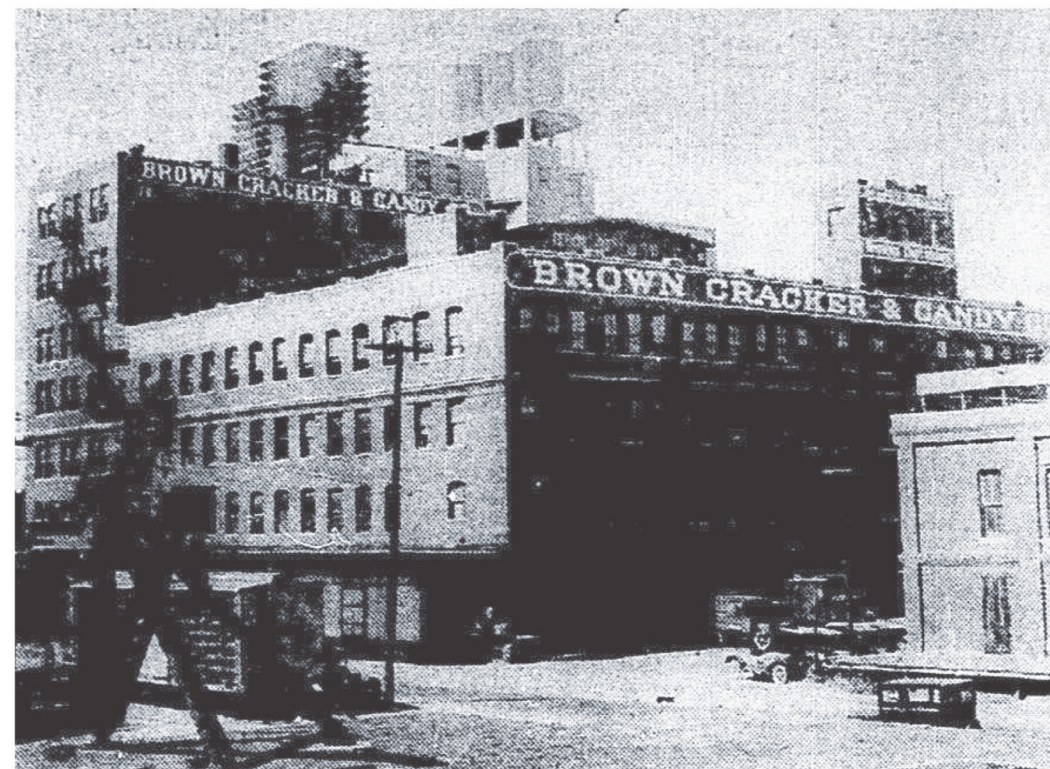
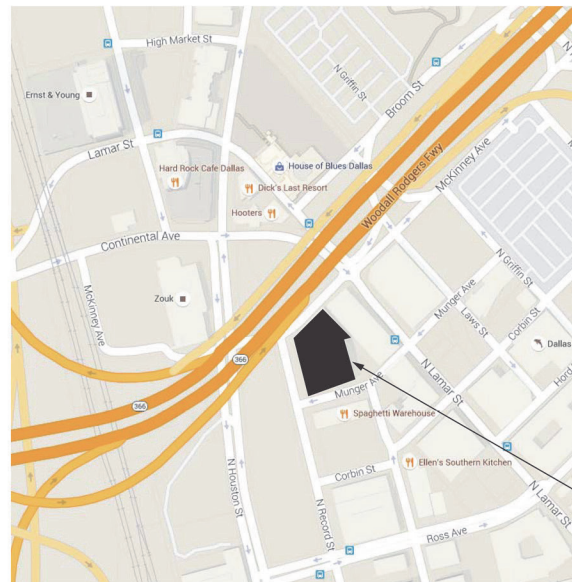




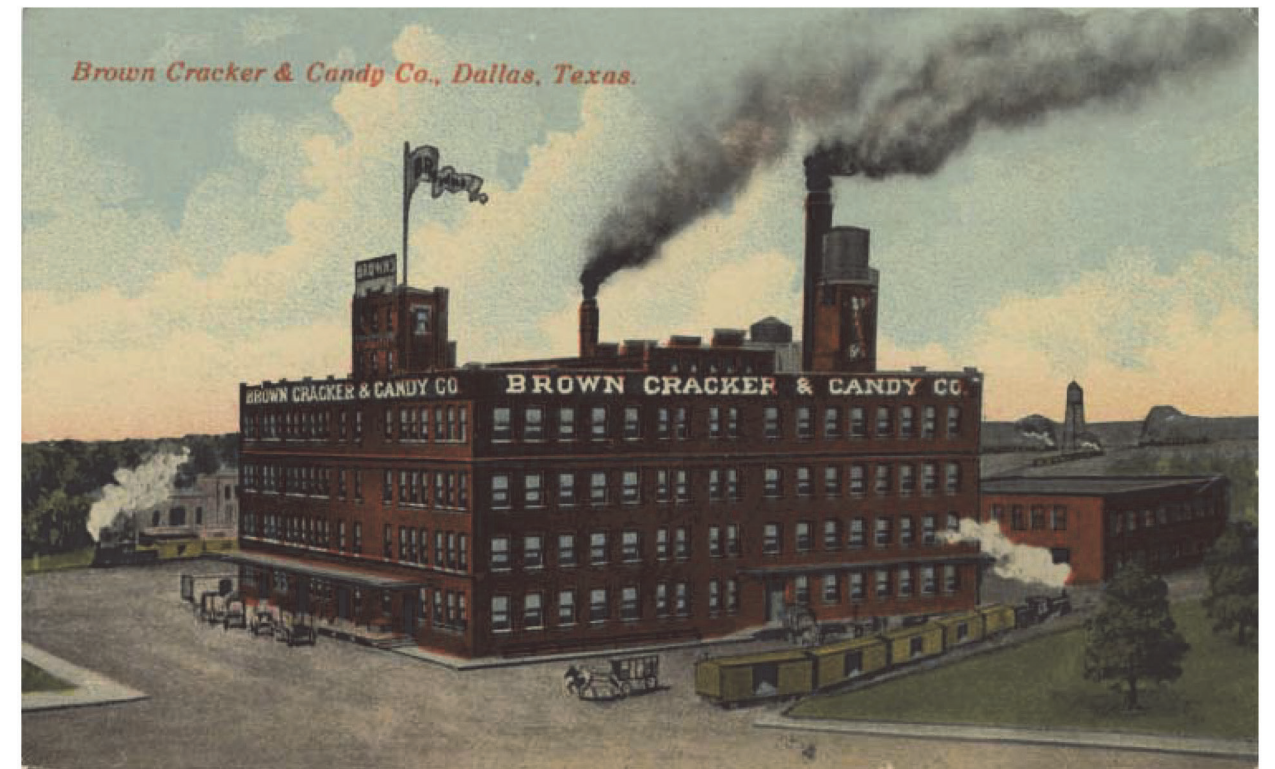


# Factory SIX03

Dallas, Texas



1927 LOOKING NORTHEAST



1910 LOOKING NORTHWEST

Granite



ARCHITECTS



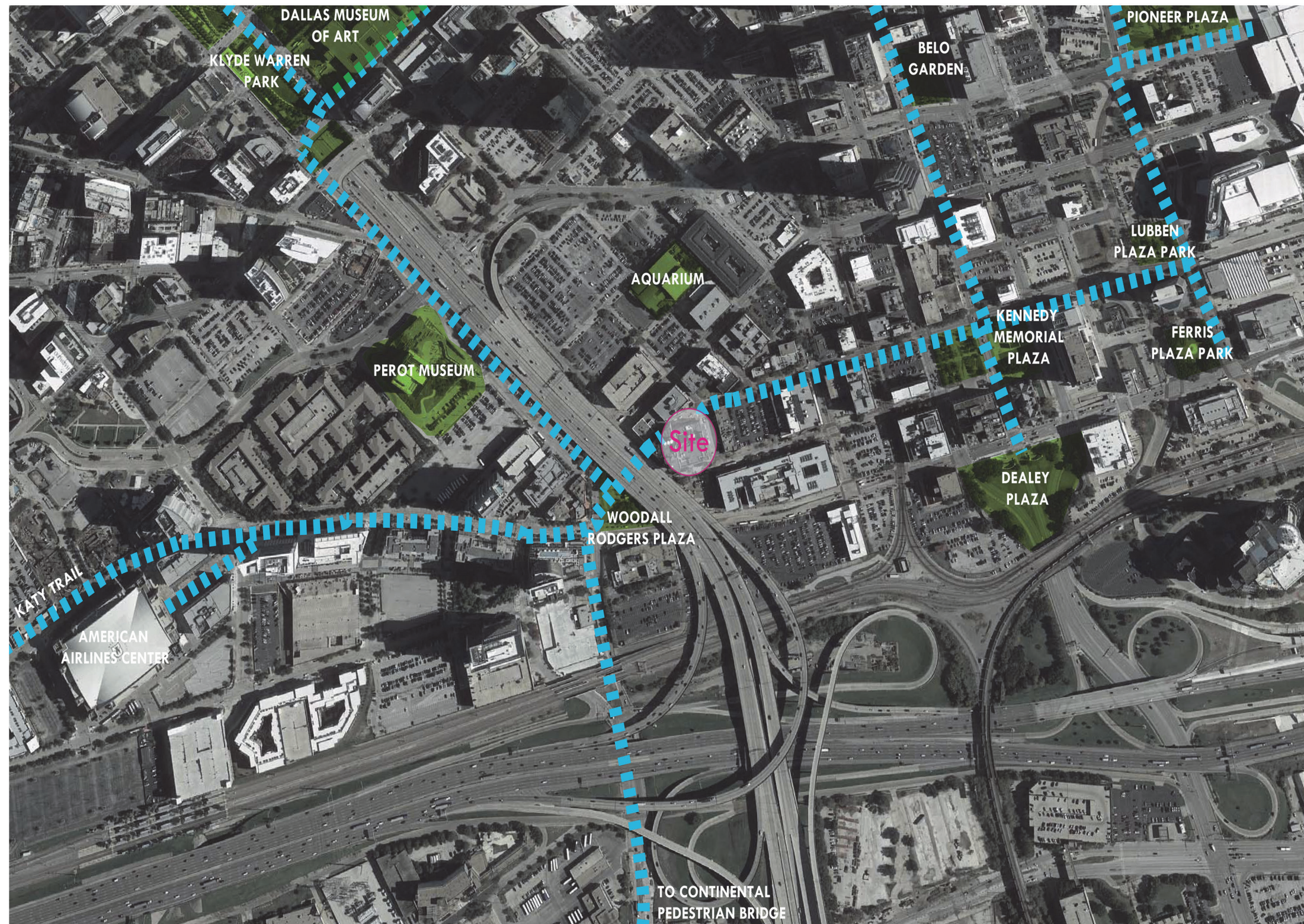












Granite



ARCHITECTS







Granite



ARCHITECTS







Granite







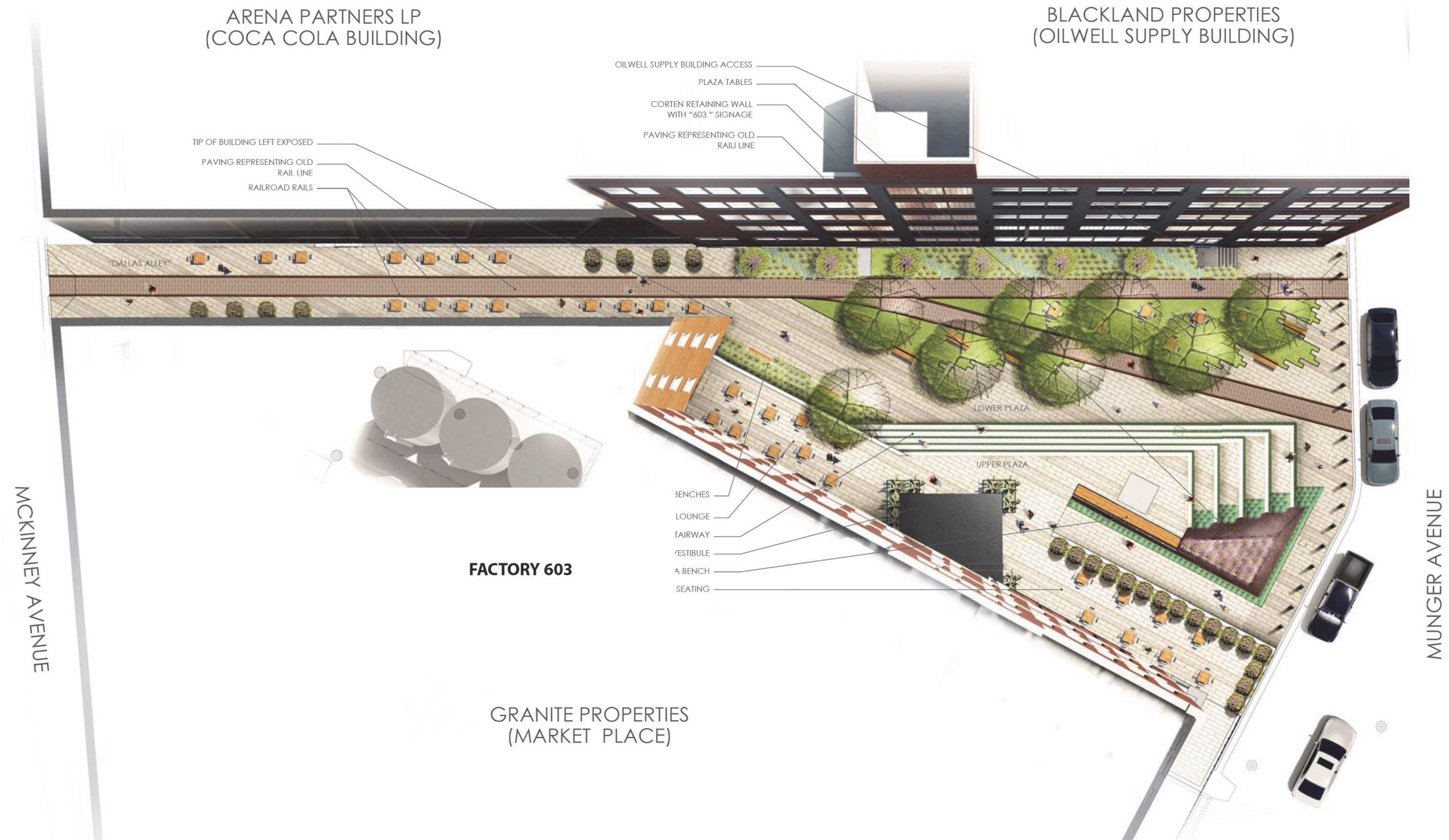
Granite



ARCHITECTS







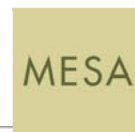
NORTH  
SCALE 1" = 10'-0"

## MARKET PLAZA MASTER PLAN

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NORTH  
SCALE 1" = 20'-0"

## MARKET PLAZA MASTER PLAN (EXPANDED VERSION)

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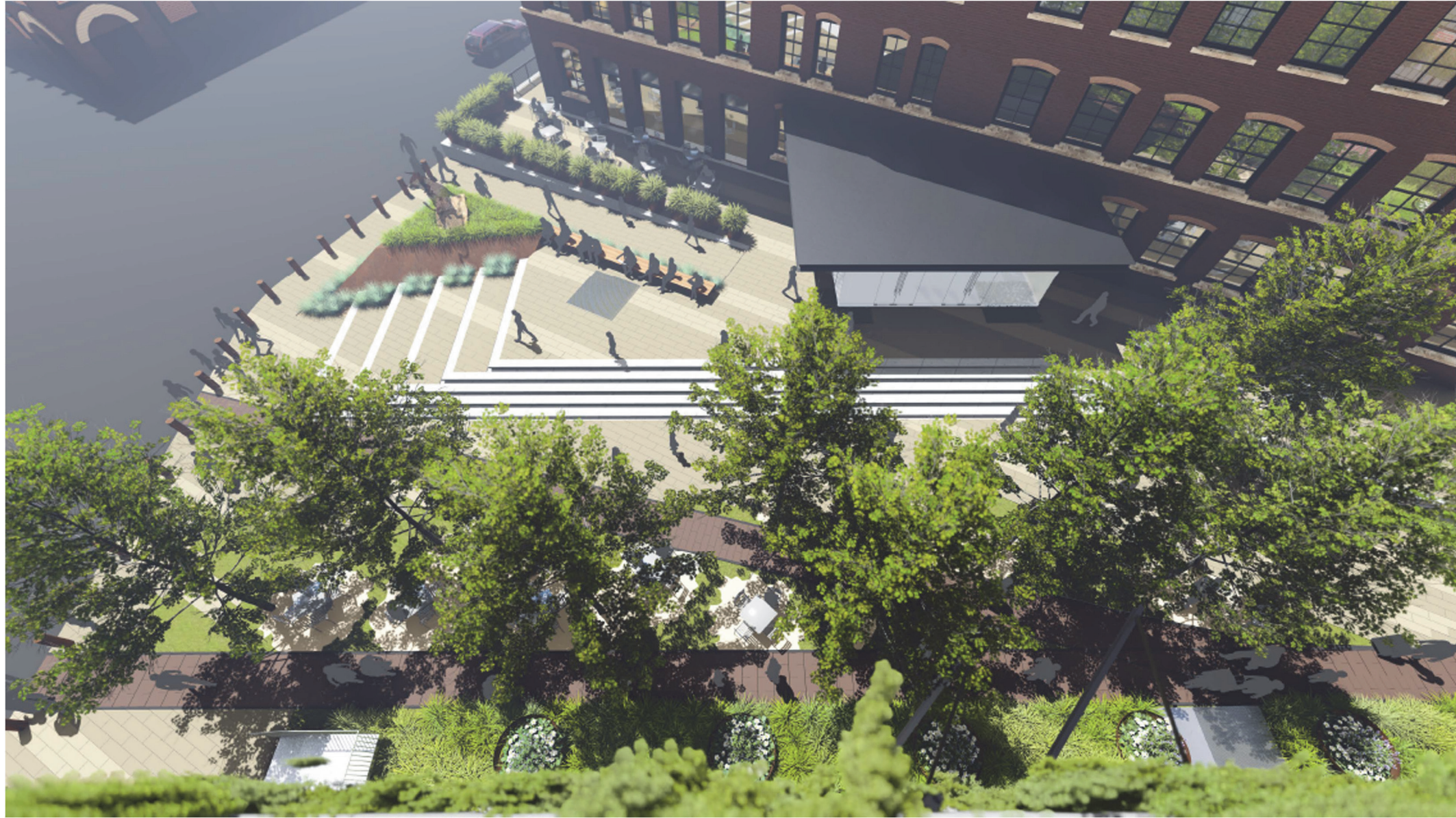
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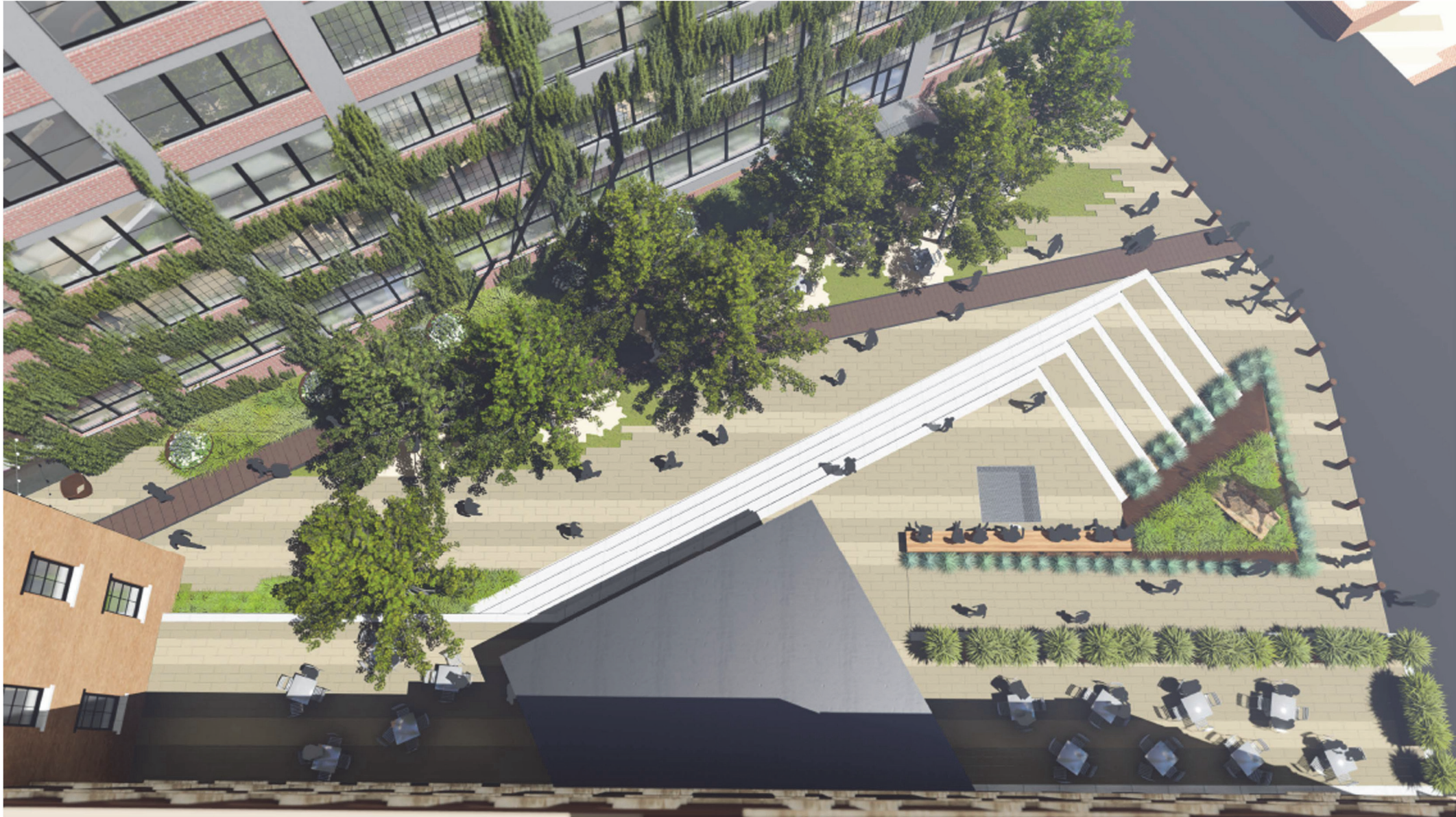
**Granite**



**ARCHITECTS**







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ARCHITECTS





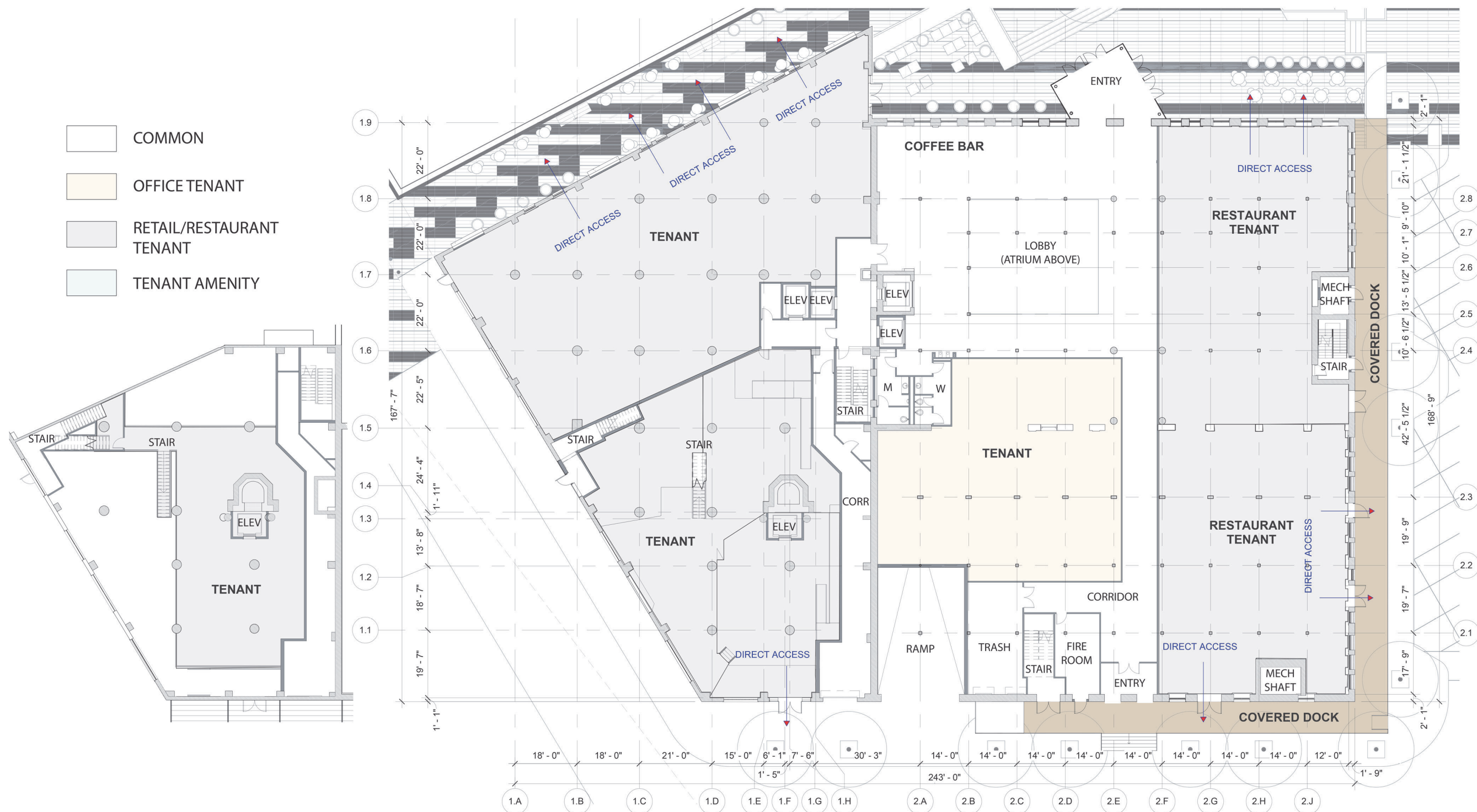


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- COMMON
- OFFICE TENANT
- RETAIL/RESTAURANT TENANT
- TENANT AMENITY



2 LEVEL 1 MEZZANINE PLAN  
3/32" = 1'-0"

1 LEVEL 1 FLOOR PLAN  
3/32" = 1'-0"

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2 ENLARGED PLAZA ELEVATION  
1/8" = 1'-0"



1 ENLARGED "DALLAS ALLEY" ELEVATION  
1/8" = 1'-0"

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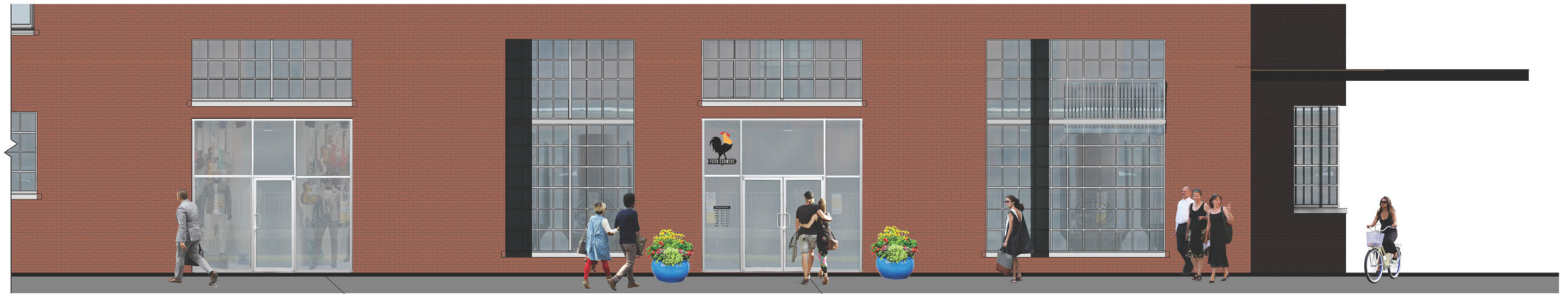
ARCHITECTS







2 ENLARGED MCKINNEY AVE. ELEVATION  
1/8" = 1'-0"



1 ENLARGED MCKINNEY AVE. ELEVATION  
1/8" = 1'-0"

Granite



ARCHITECTS







TENANT ACCESS

TENANT ACCESS

2 ENLARGED MUNGER AVE. ELEVATION  
1/8" = 1'-0"



TENANT ACCESS

OCCUPANT EGRESS

MECHANICAL ROOM ACCESS

1 ENLARGED MUNGER AVE. ELEVATION  
1/8" = 1'-0"

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② ENLARGED RECORD ST. ELEVATION  
1/8" = 1'-0"



① ENLARGED RECORD ST. ELEVATION  
1/8" = 1'-0"

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