

# UDPRP Review Summary

06.23.17

Urban Design Peer Review Panel

DATE: 06.23.17

TIME: 8:30am

**PROJECT: Mercantile Place Ground Floor Activation**

LOCATION: Dallas City Hall Room 5ES

---

## Overview

Below is a summary of Urban Design Peer Review Panel advice for the Mercantile Place Ground Floor Activation Proposal, as derived from the June 23rd Peer Review session.

## Advice Summary

- [1] The panel applauds the treatment and attention to the facade and public realm at the corner of Main/Ervay, and urges the applicant to continue that same rigor and attention along the remainder of the Ervay and Commerce frontages.
- [2] The panel suggests measures to better humanize the Ervay facade through elements such as awnings, window bay articulation, and greenery; working within the overall existing facade rhythm of the building.
- [3] Consider the opportunity to also humanize the pedestrian experience through treatments to the public realm such as paving treatments, planting and/or street trees.
- [4] Consider, as one approach, focusing on the design of the three primary historic building entries as a means of introducing continuity and rhythm along the pedestrian experience.
- [5] Explore the potential of combining the three central retail bays as a single retail space that incorporates the existing historic building entry into the overall design.
- [6] Attention should be given to the treatment of the storefront system at the column locations and adjacent to back-of-house uses, to further integrate the ground floor facade design with the composition of the overall facade of the building.
- [7] The panel suggests design approaches that work within the vertical plane of the ground floor facade to add depth and texture through the push and pull of facade elements and glazing systems, and in the articulation of solid/void relationships.