

Applicable Urban Design Priorities Project Should Achieve

- [1] Individual tenant finish out should be arranged in a way that maximizes visibility into the space for the passing pedestrian -

Individual tenant uses should arrange internal functions to allow for active and lively street frontages, maintaining transparency into tenant spaces wherever possible.

- [2] Opportunities to spill activity out into the public realm should be pursued where sidewalk space permits. Thought should be given toward how to best accomplish this given the proposed uses -

Guidance is desired in regard to outdoor seating arrangement and incorporation into the overall public realm.



Policy References

Forward Dallas!
Section 5 [urban design element]

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

Context Description

The ground-level activation of Mercantile Place proposes the tenant finish out of the existing retail storefronts fronting Ervay Street between Commerce Street and Main Street at the base of Mercantile Tower. The ground floor along Ervay will be divided into multiple tenant spaces which will include a variety of commercial uses and potential associated outdoor seating.

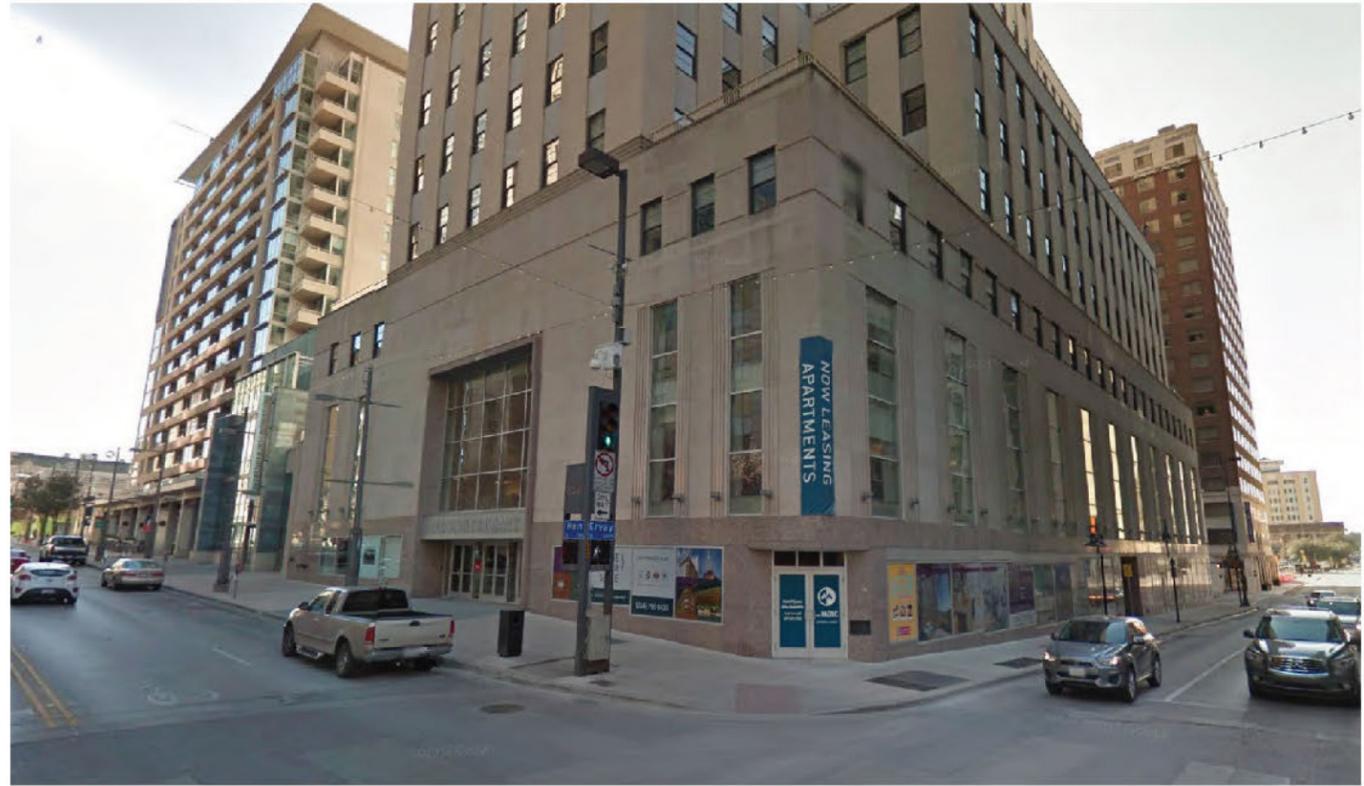
Primary considerations for the project include meeting the existing historic preservation criteria for the existing building, improvements to streetscape and the public realm, and the arrangement and placement of additional outdoor seating opportunities to contribute to the activation the streetscape.

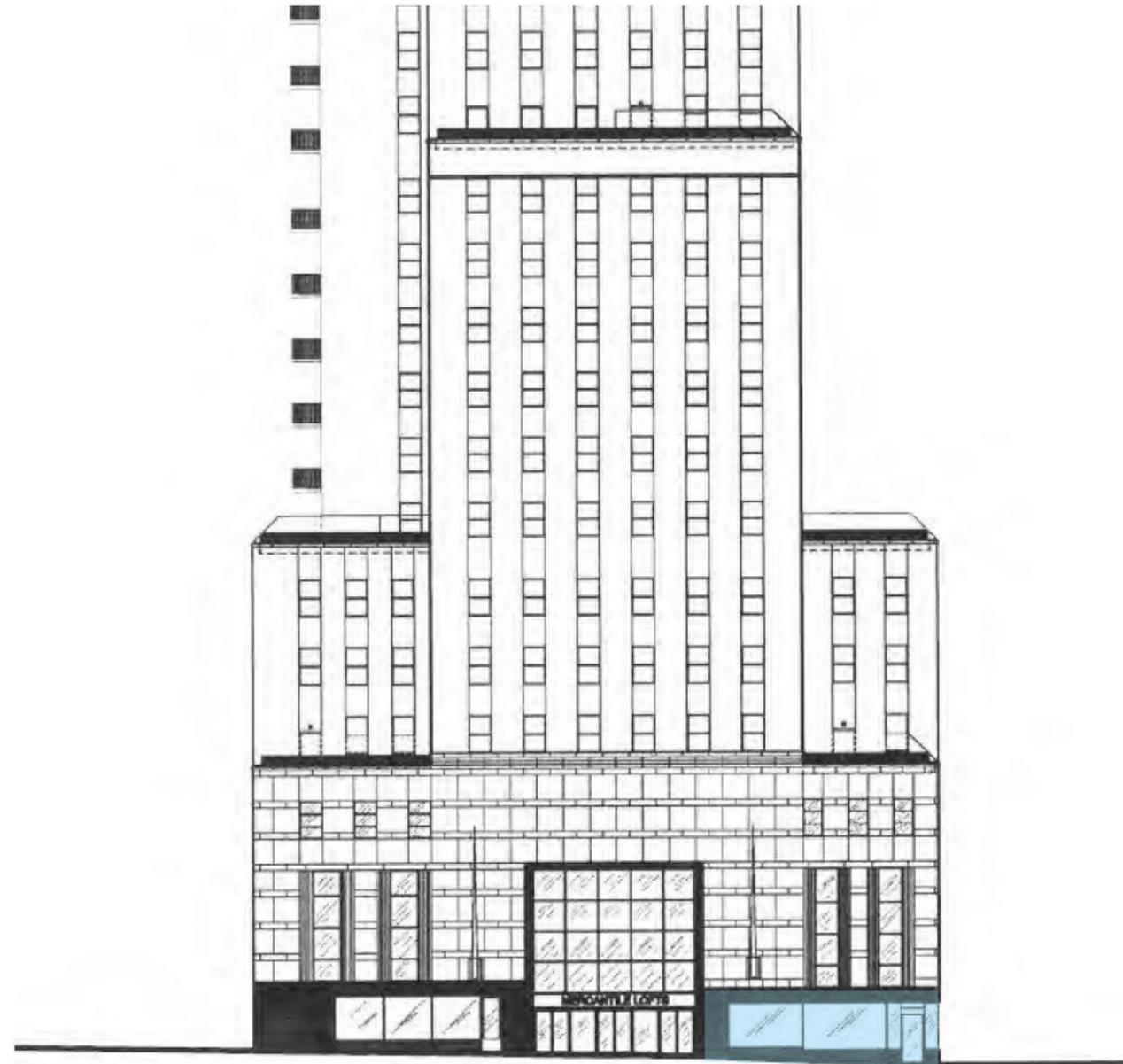
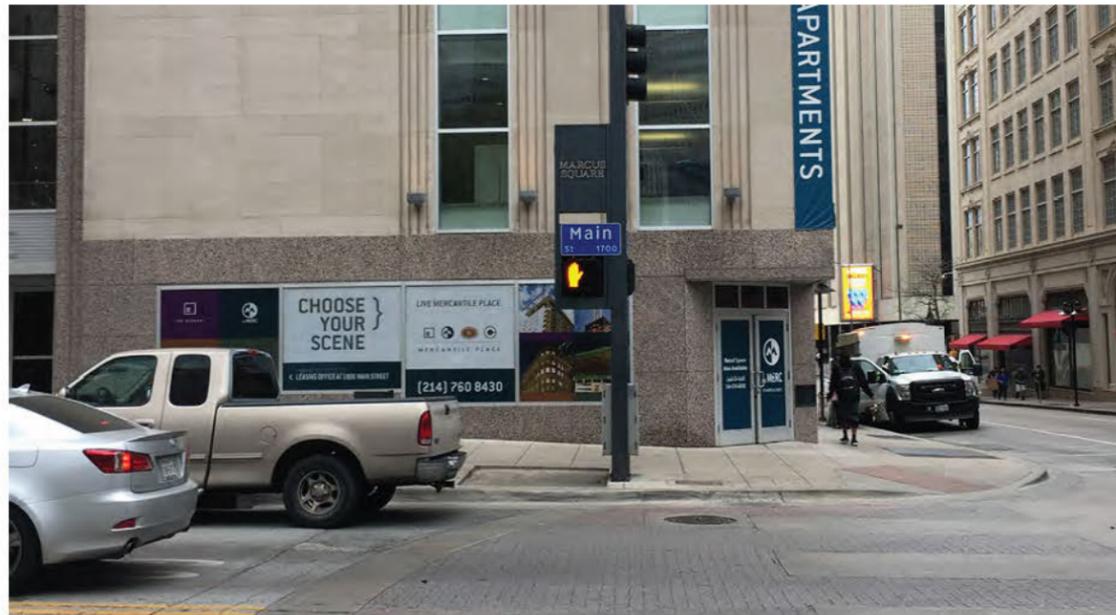
Mercantile Place Ground Floor Activation

Neighborhood:
Main Street District

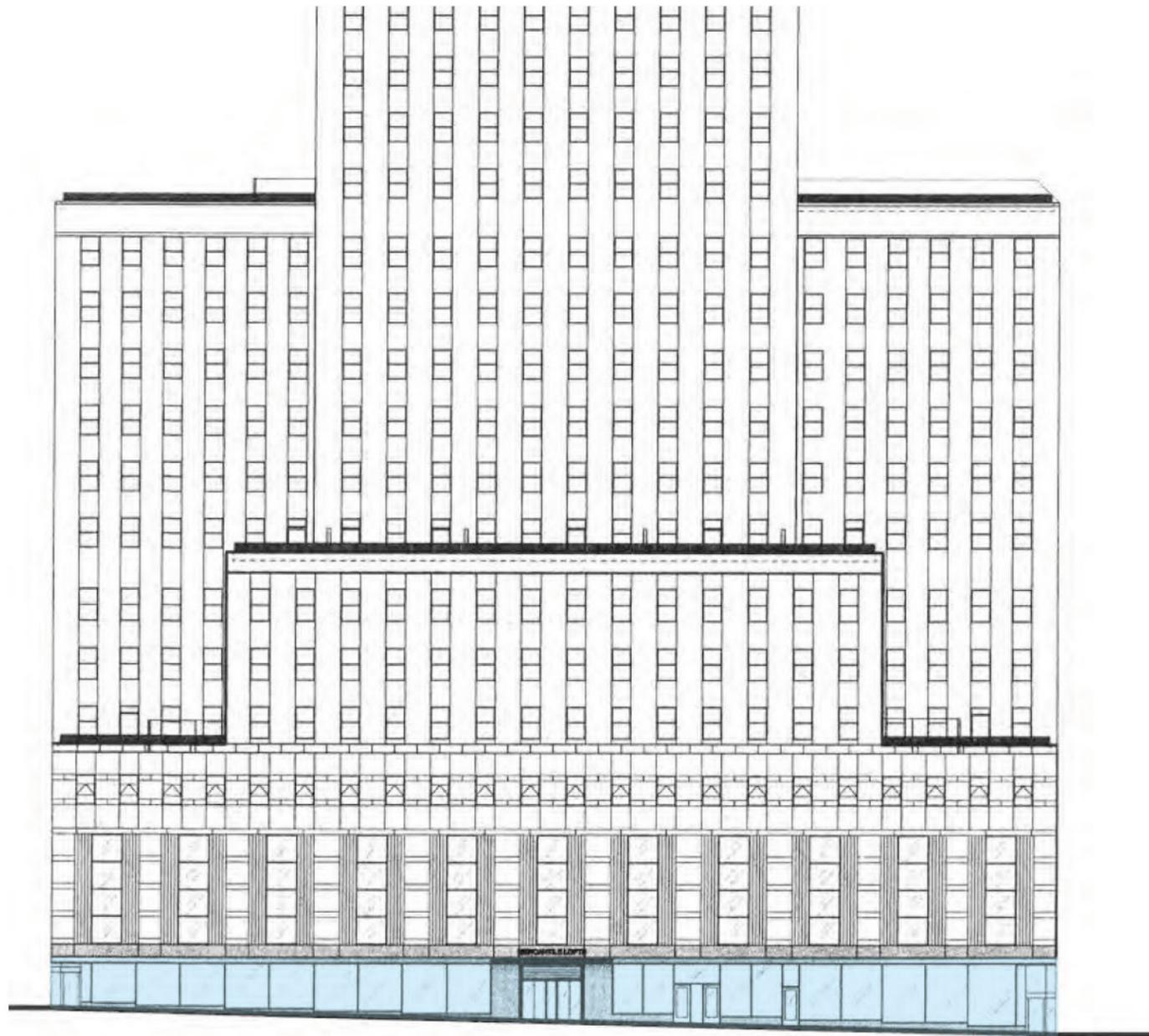
TIF District
Downtown Connection

Program:
Commercial





MERCANTILE BANK BUILDING
NORTH FACADE - MAIN STREET



MERCANTILE BANK BUILDING
WEST FACADE - ERVAY STREET

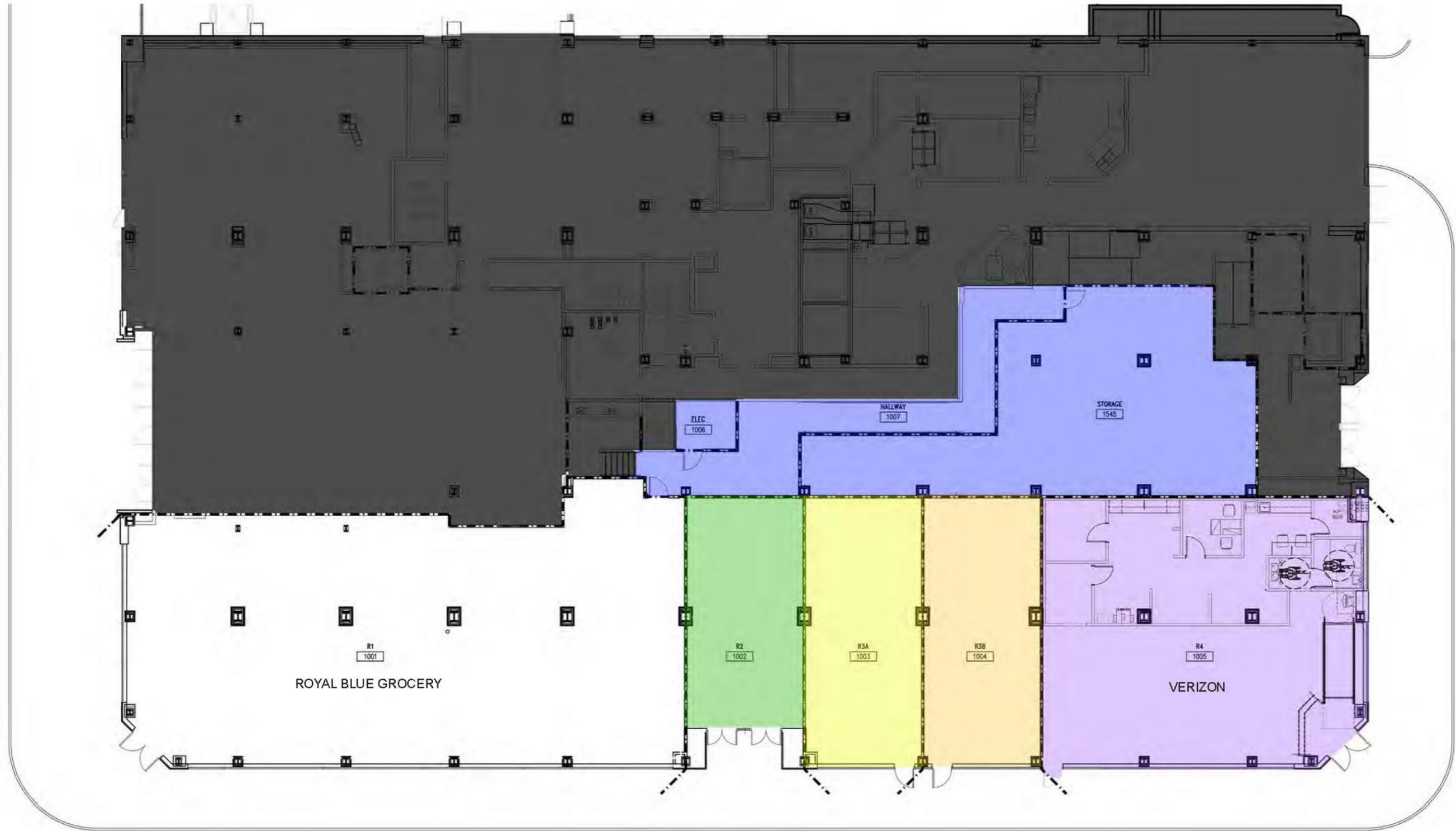




WEST ELEVATION - ERVAY STREET

MAIN ST.

COMMERCE ST.

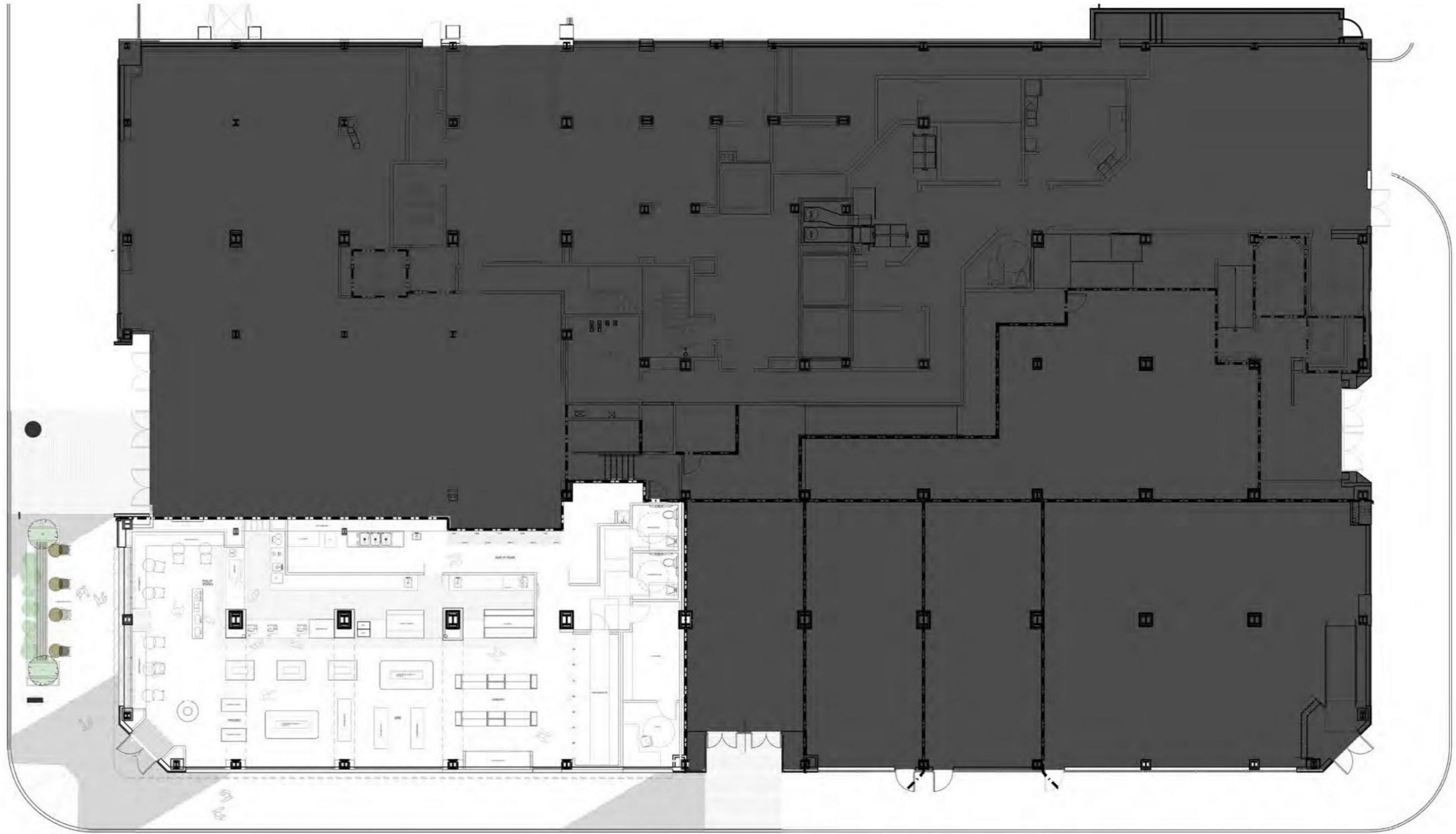


ERVAY ST.

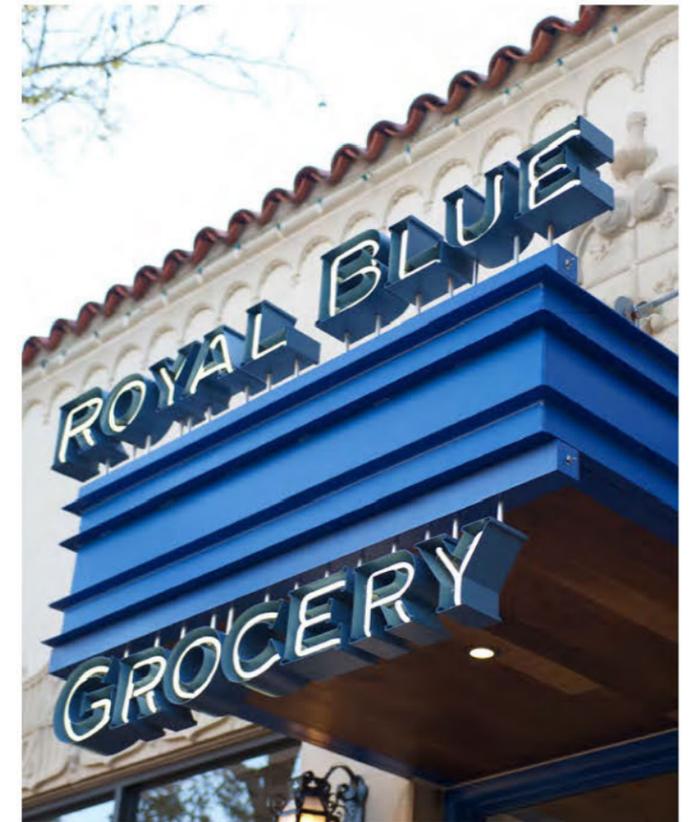
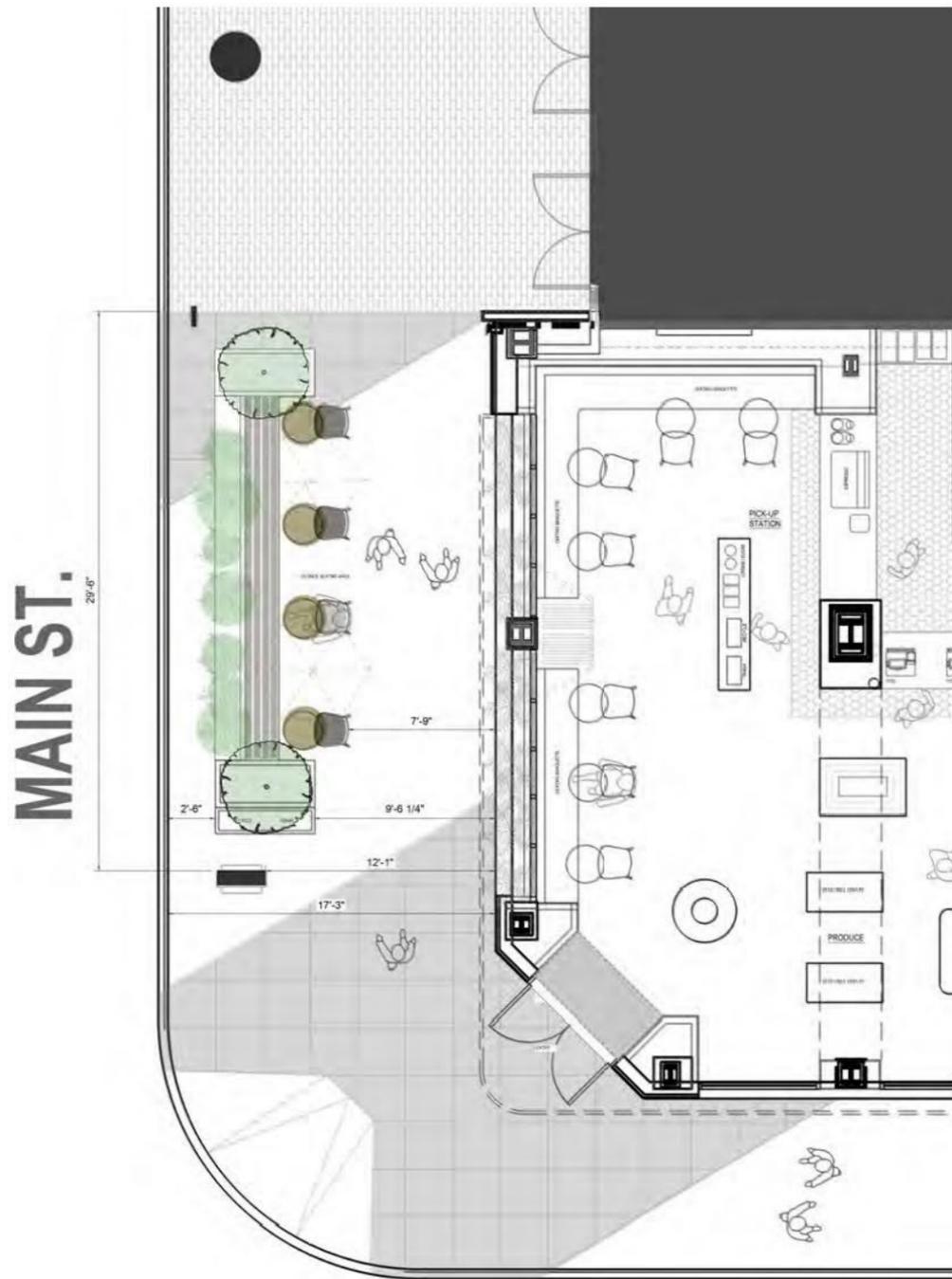


DROESE RANEY
ARCHITECTURE

MAIN ST.



S. ERVAY ST.





MAIN ST.

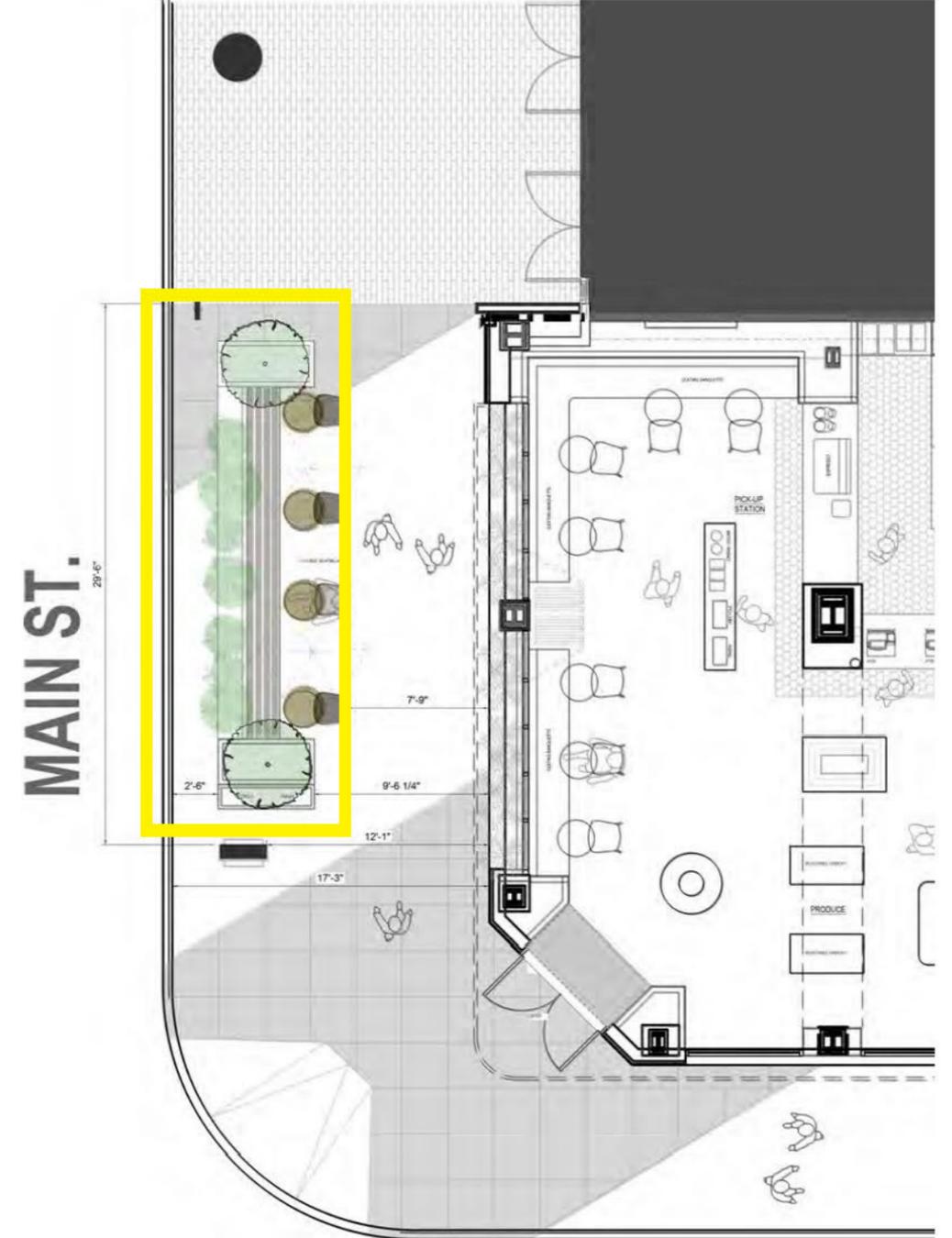
S. ERVAY ST.

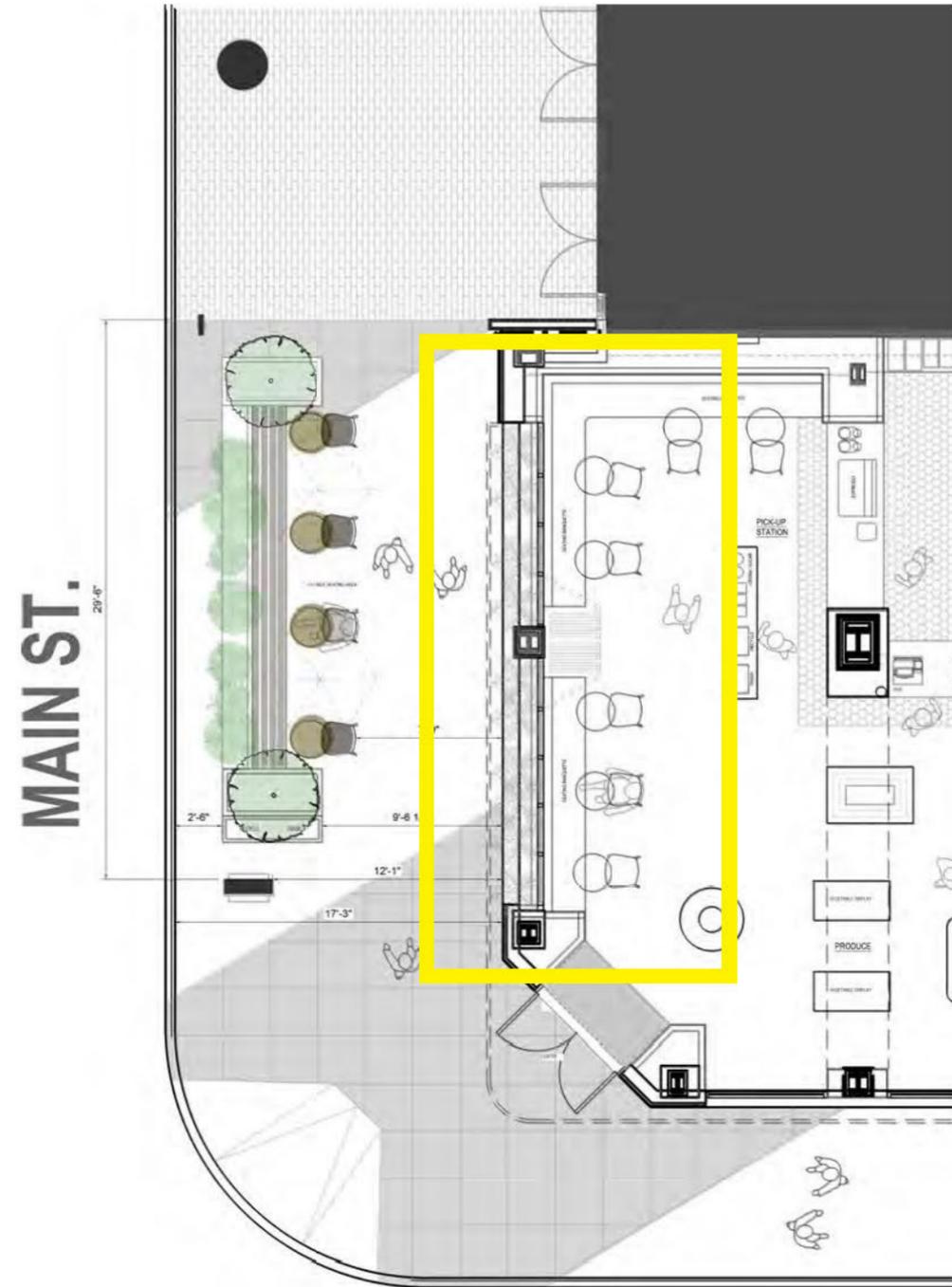


STOREFRONT FACADE INSPIRATION



EXTERIOR SIDEWALK SEATING INSPIRATION





INSIDE/OUTSIDE SEATING







BLADE SIGN, SEE DETAIL 3 (DEPTH TO BE DETERMINED BY SIGN VENDOR)

2" DEEP FACE-LIT RACEWAY MOUNTED CHANNEL LETTERS. LETTERS ARE WHITE AND "CHECK MARK" IS RED. "V" IS 21" HIGH. ALL PENETRATIONS THROUGH THE FACADE TO BE IN THE ALUMINUM ABOVE STOREFRONT

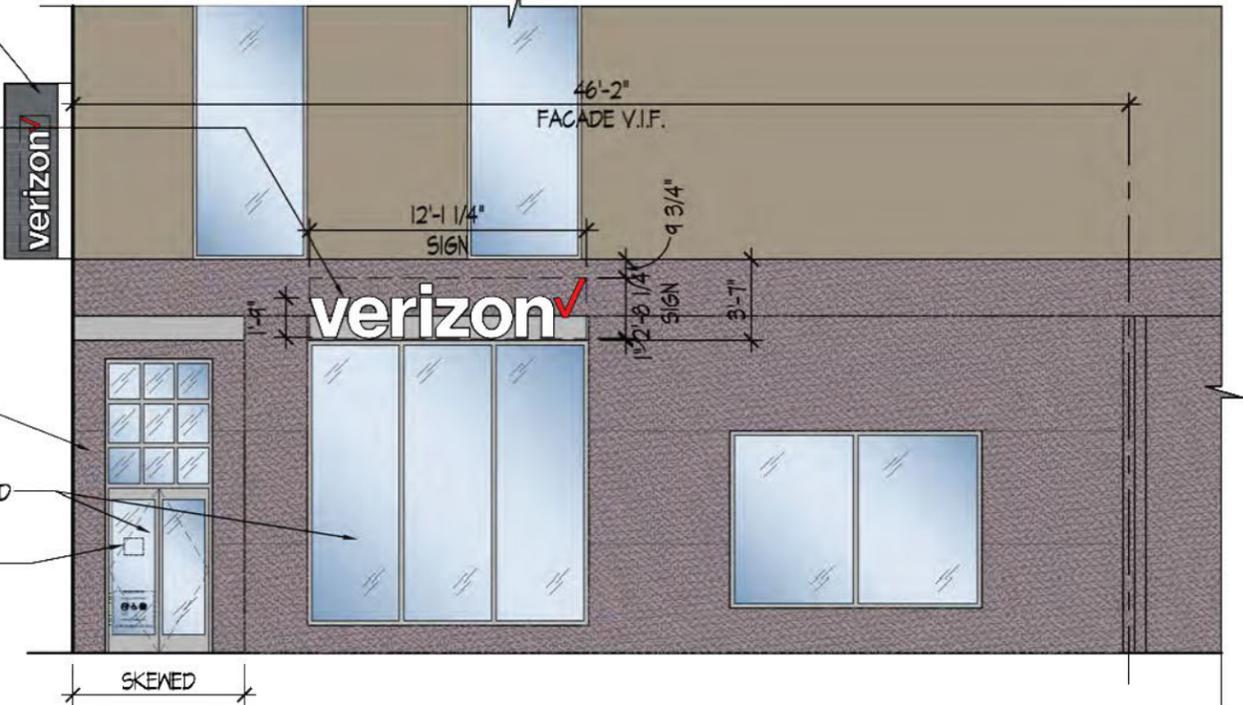
+13'-9" TOP OF STOREFRONT

EXISTING BUILDING FACADE TO REMAIN (TYP.)

EXISTING GLASS STOREFRONT AND ENTRY DOORS TO REMAIN (TYP.)

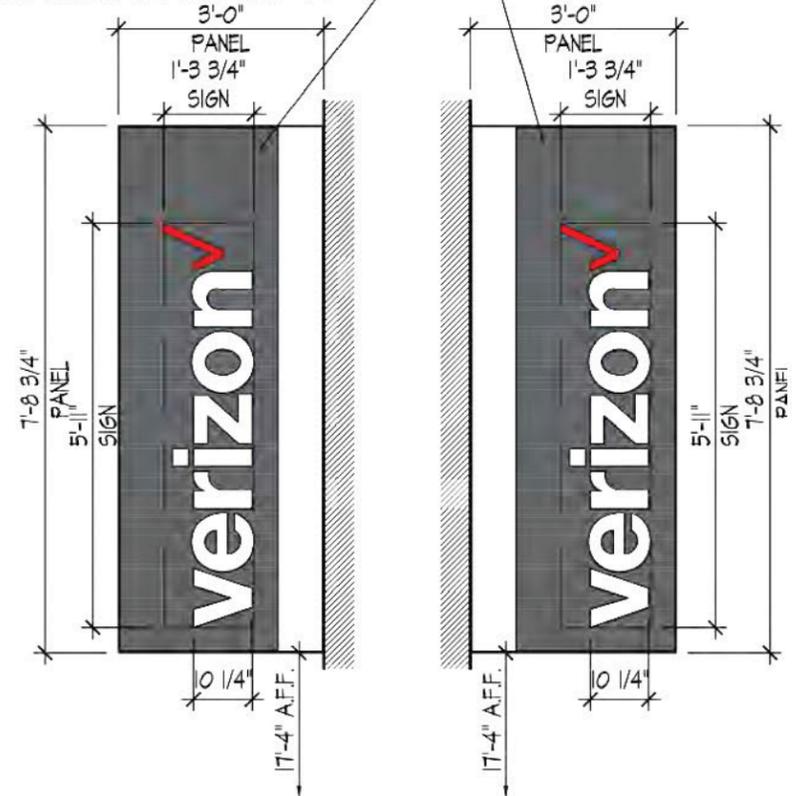
HOURS OF OPERATION SIGN ON INSIDE FACE OF GLASS DOOR

0'-0" FINISHED FLOOR

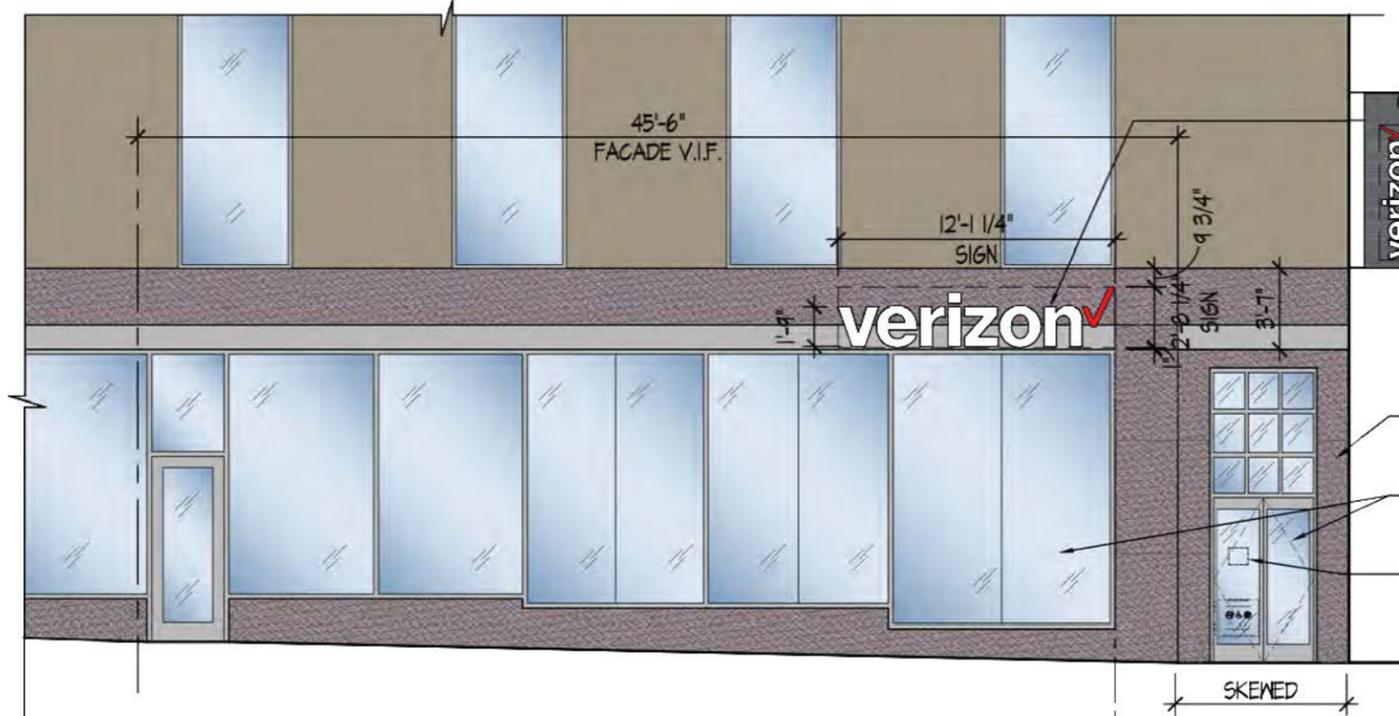


FRONT ELEVATION (SOUTH)

DOUBLE SIDED, INTERNALLY ILLUMINATED, ALUMINUM BLADE SIGN. ROUTED ALUMINUM PANEL SHALL BE COOL GRAY 10 WITH WHITE LETTERS AND RED "CHECK MARK". SIGN SHALL HAVE A 10.25" HIGH "V".



BLADE SIGN - MARKET APPROVED



SIDE ELEVATION (WEST)

BLADE SIGN, SEE DETAIL 3 (DEPTH TO BE DETERMINED BY SIGN VENDOR)

2" DEEP FACE-LIT RACEWAY MOUNTED CHANNEL LETTERS. LETTERS ARE WHITE AND "CHECK MARK" IS RED. "V" IS 21" HIGH. ALL PENETRATIONS THROUGH THE FACADE TO BE IN THE ALUMINUM ABOVE STOREFRONT

TOP OF STOREFRONT +13'-9"

EXISTING BUILDING FACADE TO REMAIN (TYP.)

EXISTING GLASS STOREFRONT AND ENTRY DOORS TO REMAIN (TYP.)

HOURS OF OPERATION SIGN ON INSIDE FACE OF GLASS DOOR

FINISHED FLOOR 0'-0"

THE MERC - 1700 MAIN STREET

