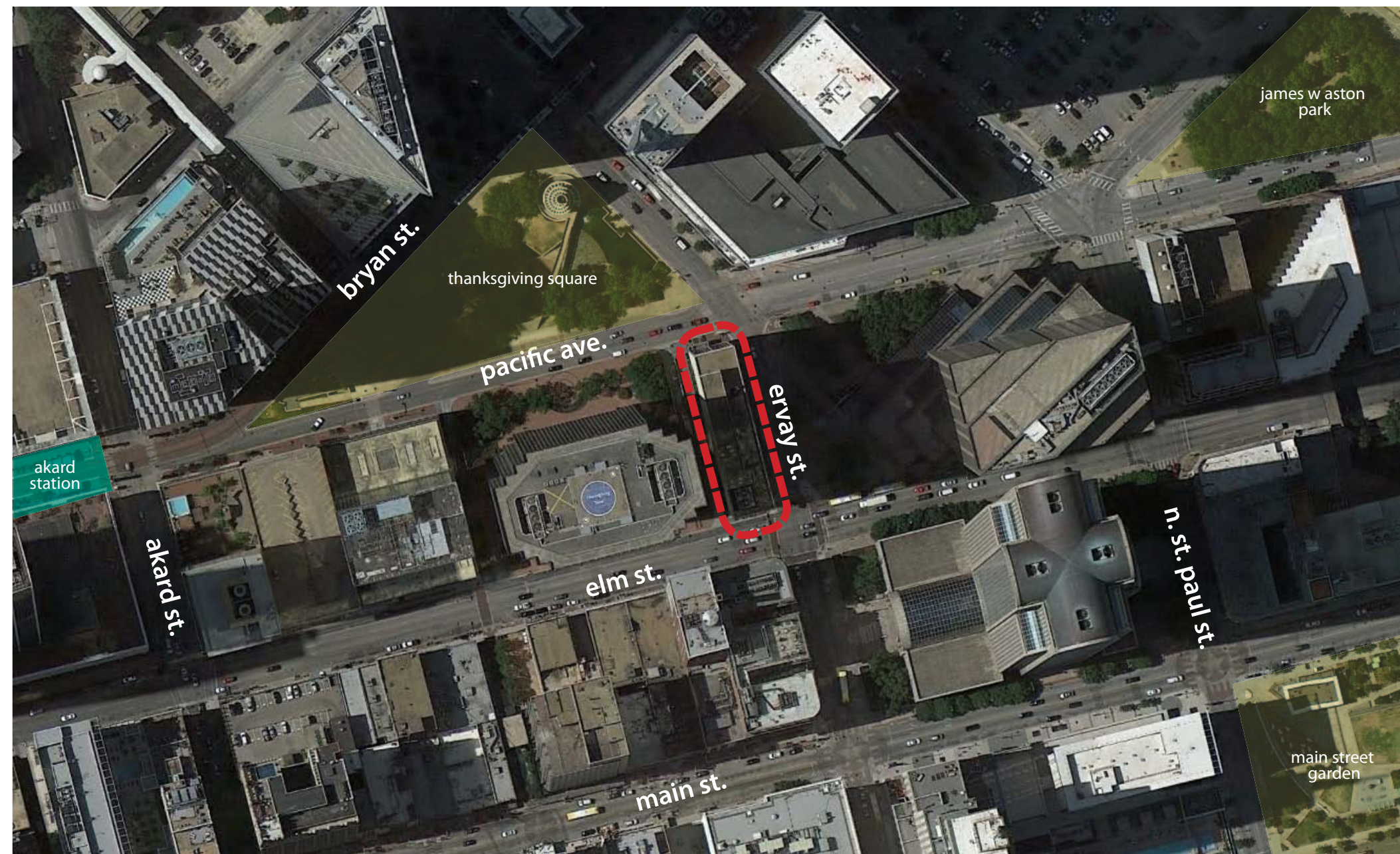


Applicable Urban Design Priorities that Project Should Achieve

- [1] **Strengthening the neighborhood through enhanced streetscape pedestrian realm amenities** - By continuing a strong pattern of *street trees, pedestrian friendly sidewalks, and pedestrian amenities and crosswalks*, individual projects ensure and contribute to the overall success of a coherent and appealing pedestrian network throughout downtown. Careful attention to details such as curb treatment and crosswalk transitions are crucial to pedestrian realm continuity and connectivity.
- [2] **Activating street level facades to foster a vibrant pedestrian experience** - Designing tenant spaces to orient themselves toward the street with storefronts and entries addressing principal sidewalks helps to sustain street level visual interest and promote pedestrian activity. Avoiding blank walls on facades visible to the pedestrian realm and maximizing facade transparency at street level helps to maintain visual interest.
- [3] **Maintaining multiple entries at ground level** – Maintaining multiple building entries for ground level uses along the pedestrian sidewalk helps to foster activity along the sidewalk. Celebrating entries with awnings or signage where possible provides shade and shelter from the elements while adding visual interest. Maintaining multiple entries also helps to add additional layers of activity to the street.



Policy References

Downtown Dallas 360
Chapter 3, Chapter 4

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV [city center]

Context Description

The site is located in the main street district of downtown with the primary building facade located on Ervay St. and secondary facades on both Pacific Ave. and Elm Street. Nearby assets include Thanksgiving Square directly adjacent, as well as Main Street Garden and Akard Station within a two block radius. The building sits next to Thanksgiving Tower framing a potential pedestrian connection between Elm and Pacific.

The project location makes it a key player in setting a template for pedestrian vibrancy along a north/south corridor that currently exhibits a form that often challenges continuous pedestrian connectivity.

211 N Ervay

Neighborhood:
Downtown
City Center TIF District

Program:
Office / Retail

Retail : 22,000 sqft
Office : 144,000 sqft



211 Ervay
dallas, texas
maa.2012190

01.08.13





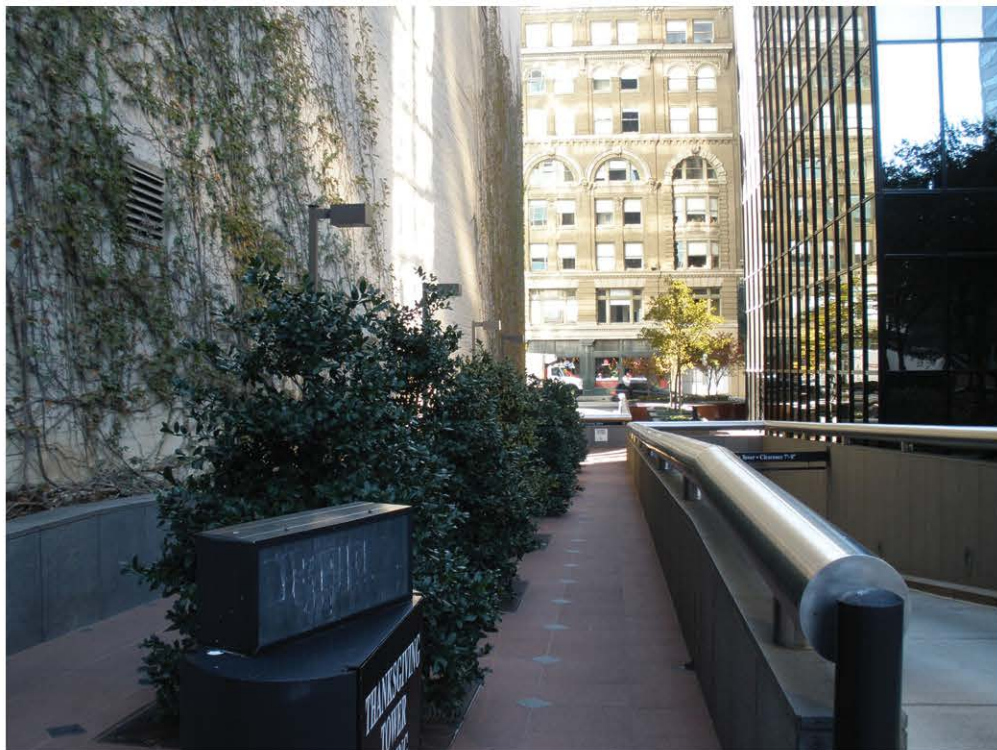
MAIN SIGNAGE



PACIFIC ST. ELEVATION



ELM ST. ELEVATION



WEST ELEVATION



HISTORIC ENTRANCE



MAIN ENTRANCE

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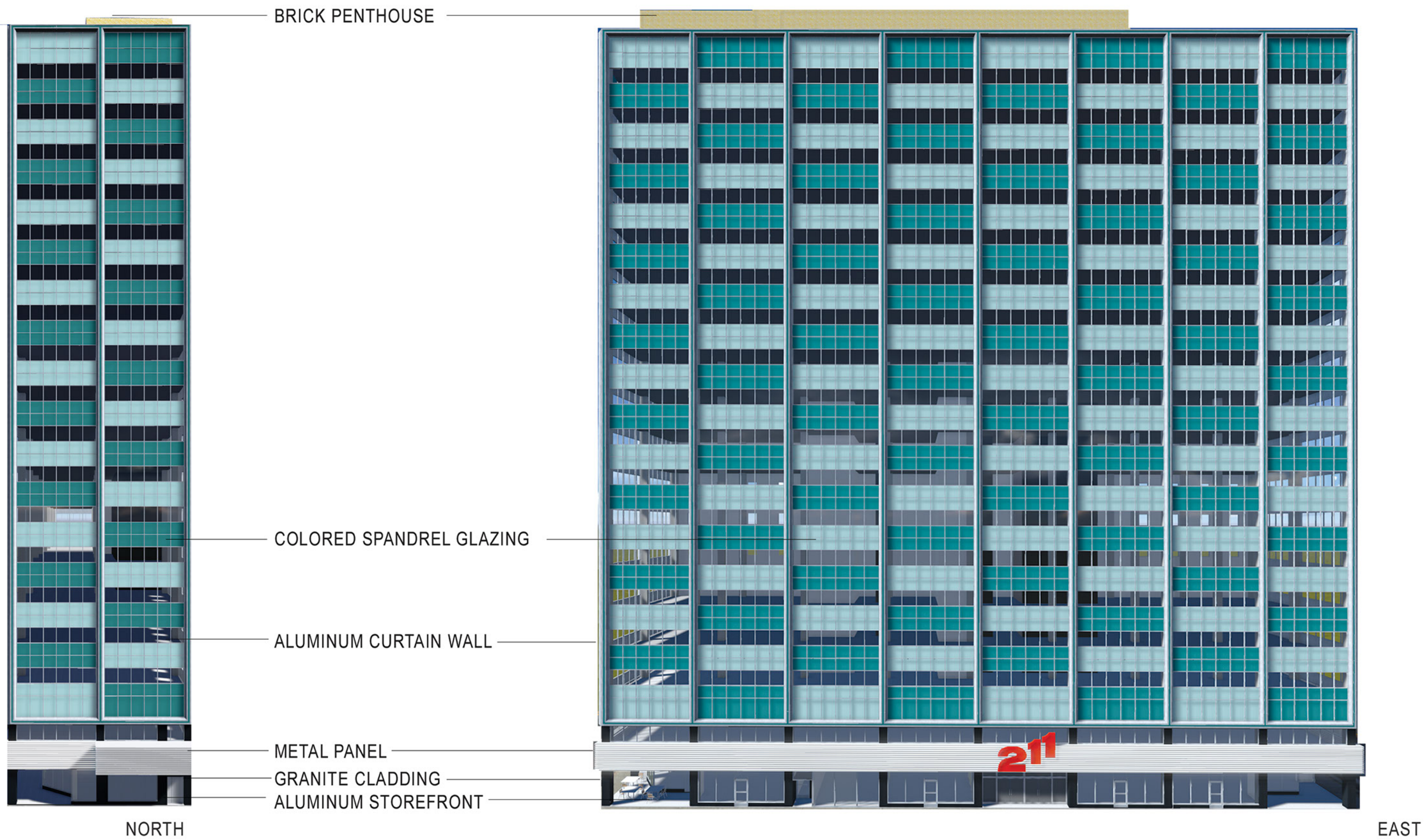
PROPOSED STOREFRONT

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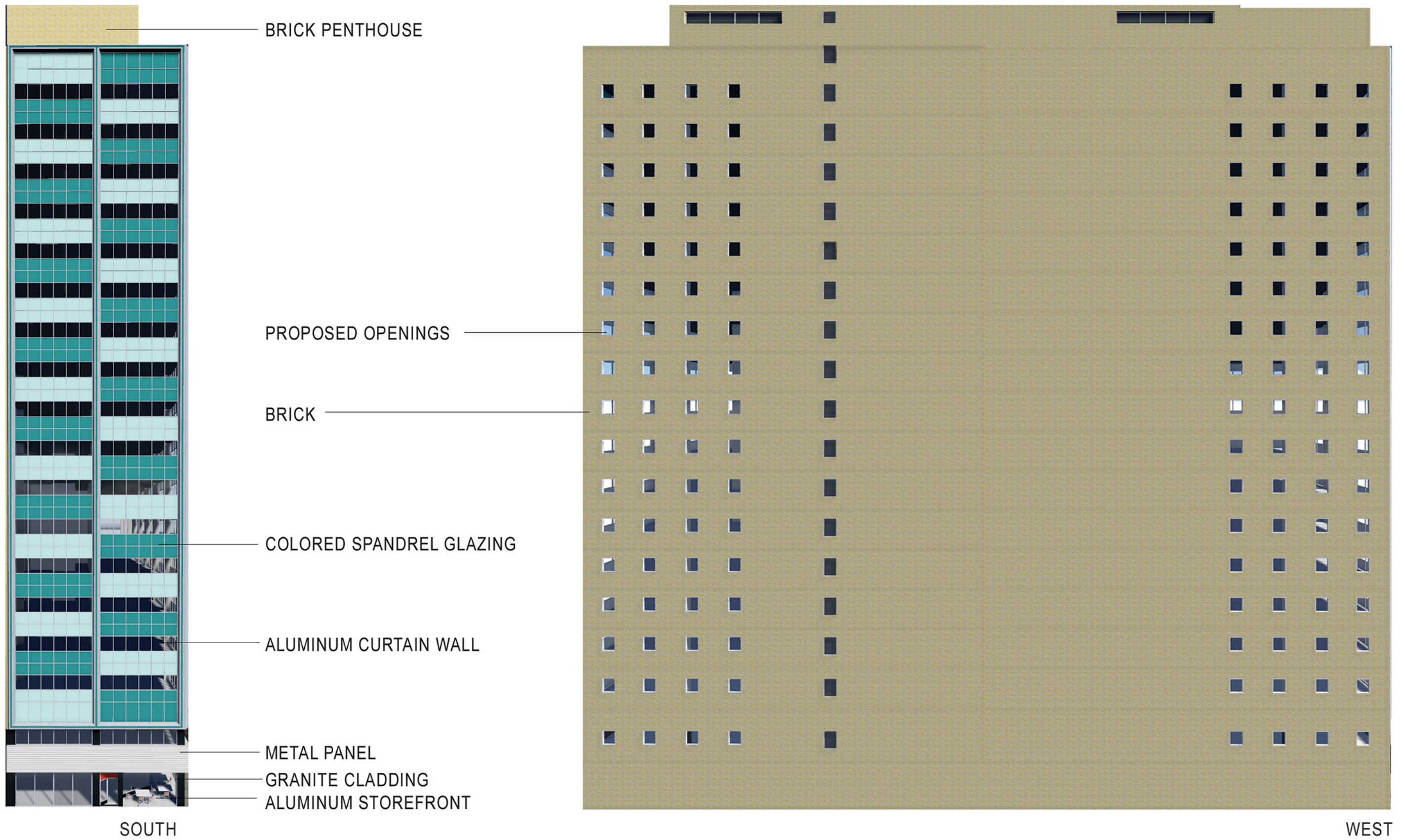
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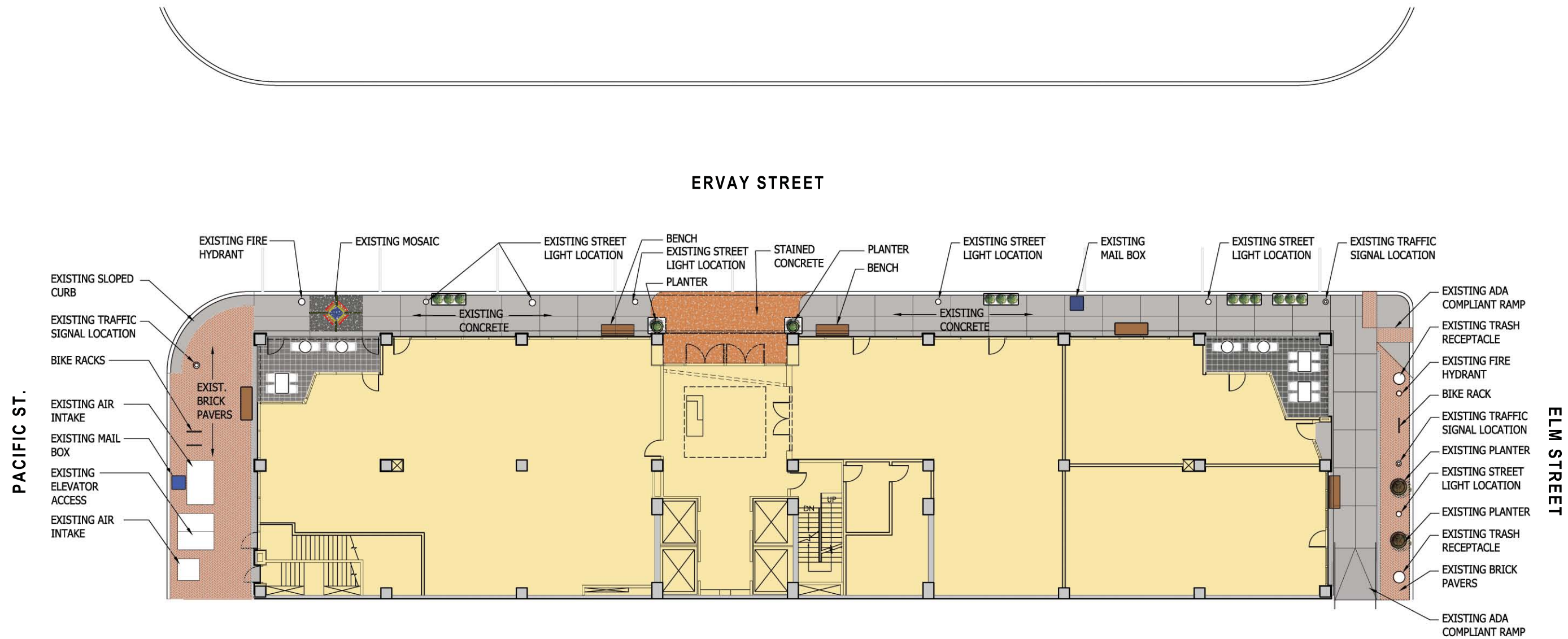
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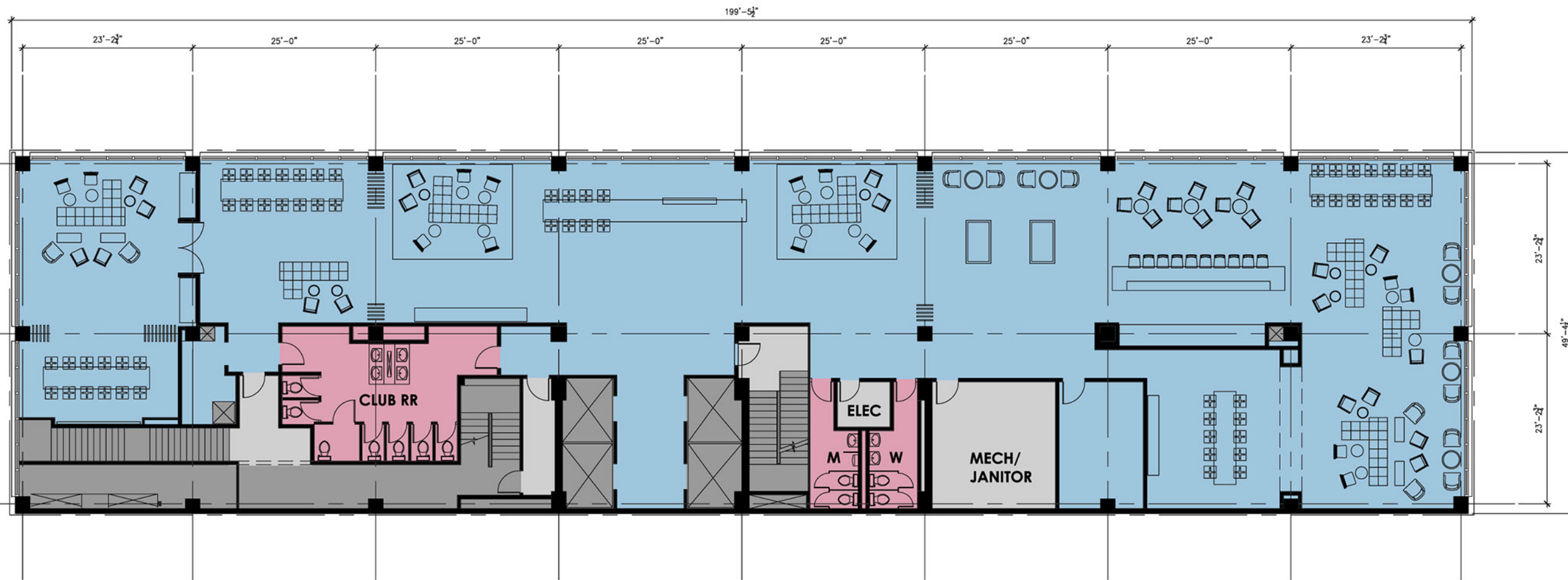
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- BUSINESS CENTER
- LEASABLE
- RETAIL/DINING
- RESTROOMS
- VERTICAL CIRCULATION
- SERVICE

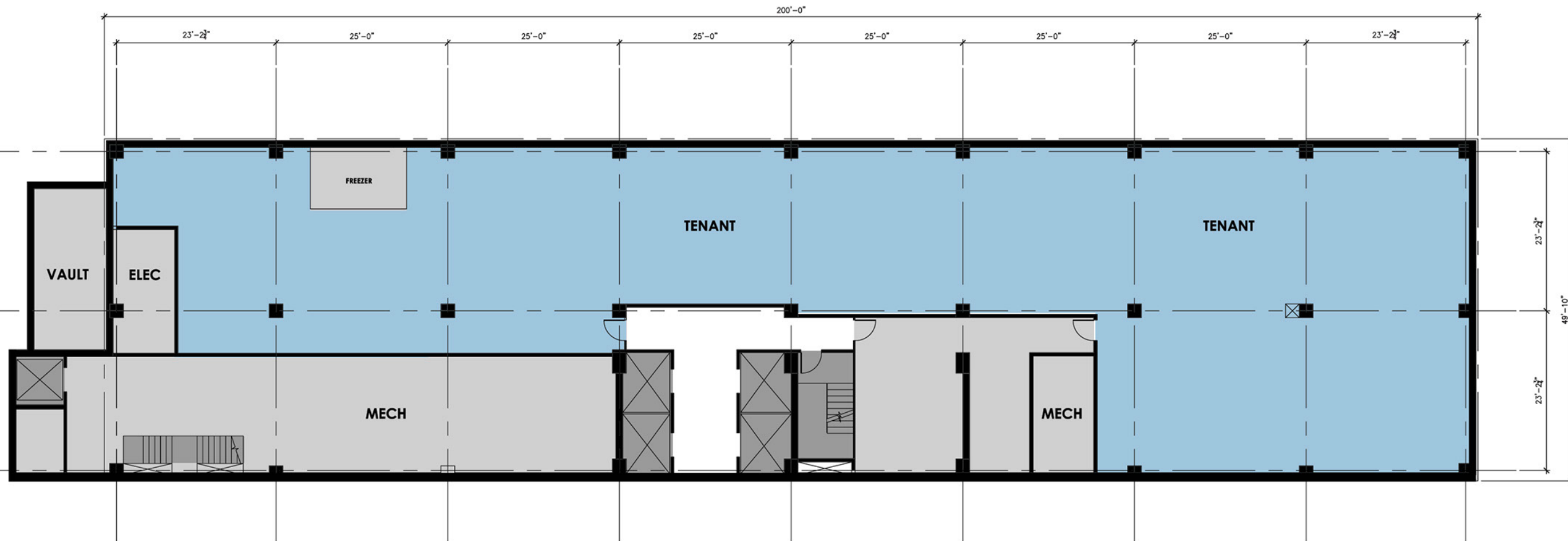


- BUSINESS CENTER
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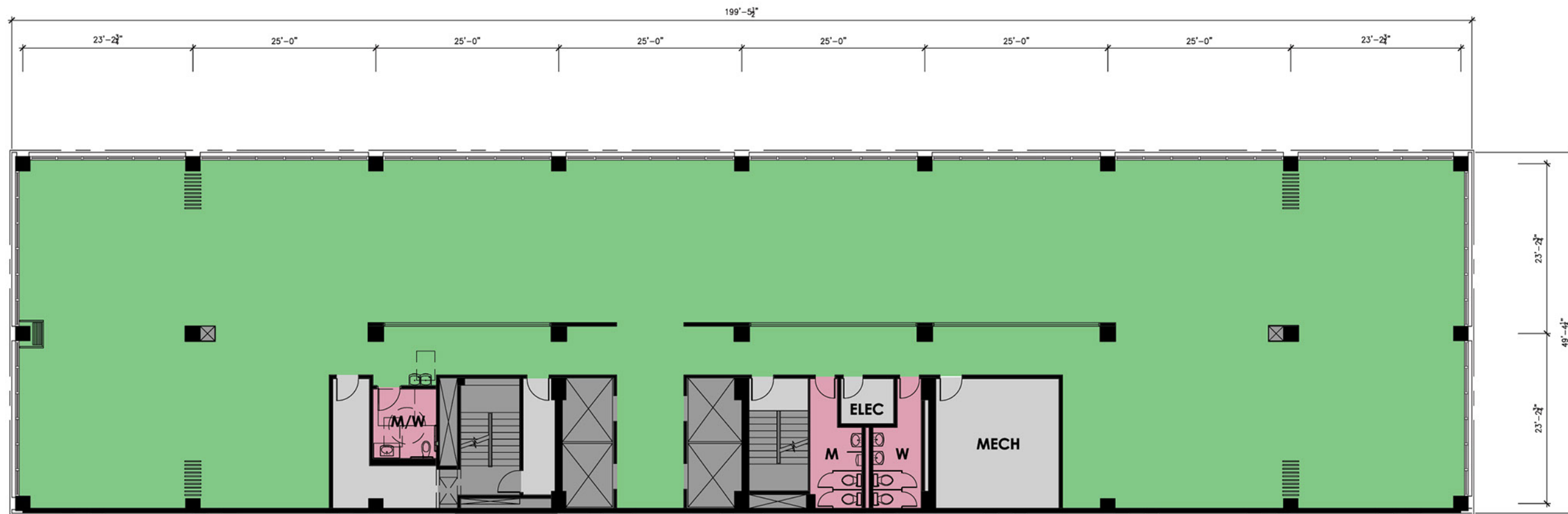




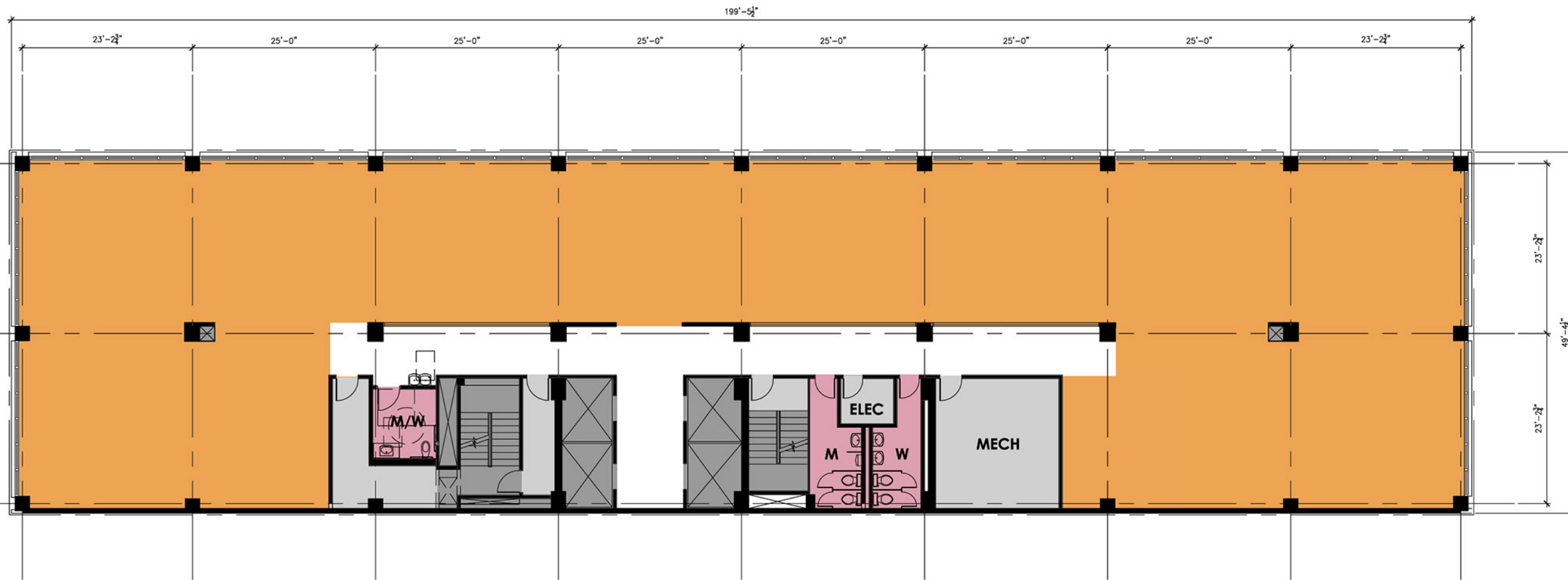
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- BUSINESS CENTER
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