

Applicable Urban Design Priorities Project Should Achieve

- [1] Continuation of sidewalks through drive entrances and service entrances is recommended as curb cuts tend to inconvenience the pedestrian while accommodating the car - It is less inconvenient for a vehicle utilize drive entrances at sidewalk level than it is for pedestrians to cross at street level. Designing drives that maintain the pedestrian sidewalk helps to prioritize the pedestrian.
- [2] Sidewalk along Marilla should be uninterrupted by service uses - it is recommended that loading and unloading be accommodated on Taylor Street or Pearl Street in the outer driving lane, as is often necessary in urban areas. A continuous sidewalk along Marilla would accommodate pedestrian circulation patterns in the larger neighborhood.
- [3] As this is a prominent corner of the building with interesting geometry, the opportunity to relocate or minimize drive entrances and mechanical program to a less visible location is recommended - Possible design solutions that locate drive entrance on less prominent corner and minimize its impact on the ground floor facade are encouraged. As located currently, it impacts the ground level facade articulation of both south and north elevations, and creates difficult turning movements in and out of the garage.



Policy References

Downtown Dallas 360
Chapter 3, Chapter 4

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV [farmers market]

Updated Considerations

The Dallas Farmers Market has historically been owned and operated by the City of Dallas. In 2012 the City sold the development to a private interest as part of a plan to re-imagine the market as a mixed use residential development adding multifamily units, new ground floor lease space, and structured parking; a portion of which will be dedicated to public use.

Major considerations for the project include creating an active urban edge along Harwood, engaging the public realm along Marilla, and integrating the farmers market and added residents into the surrounding neighborhood.

Dallas Farmers Market

Neighborhood:
Farmers Market District

Program:
Retail / Residential

DALLAS FARMERS MARKET

Urban Design Peer Review Submission

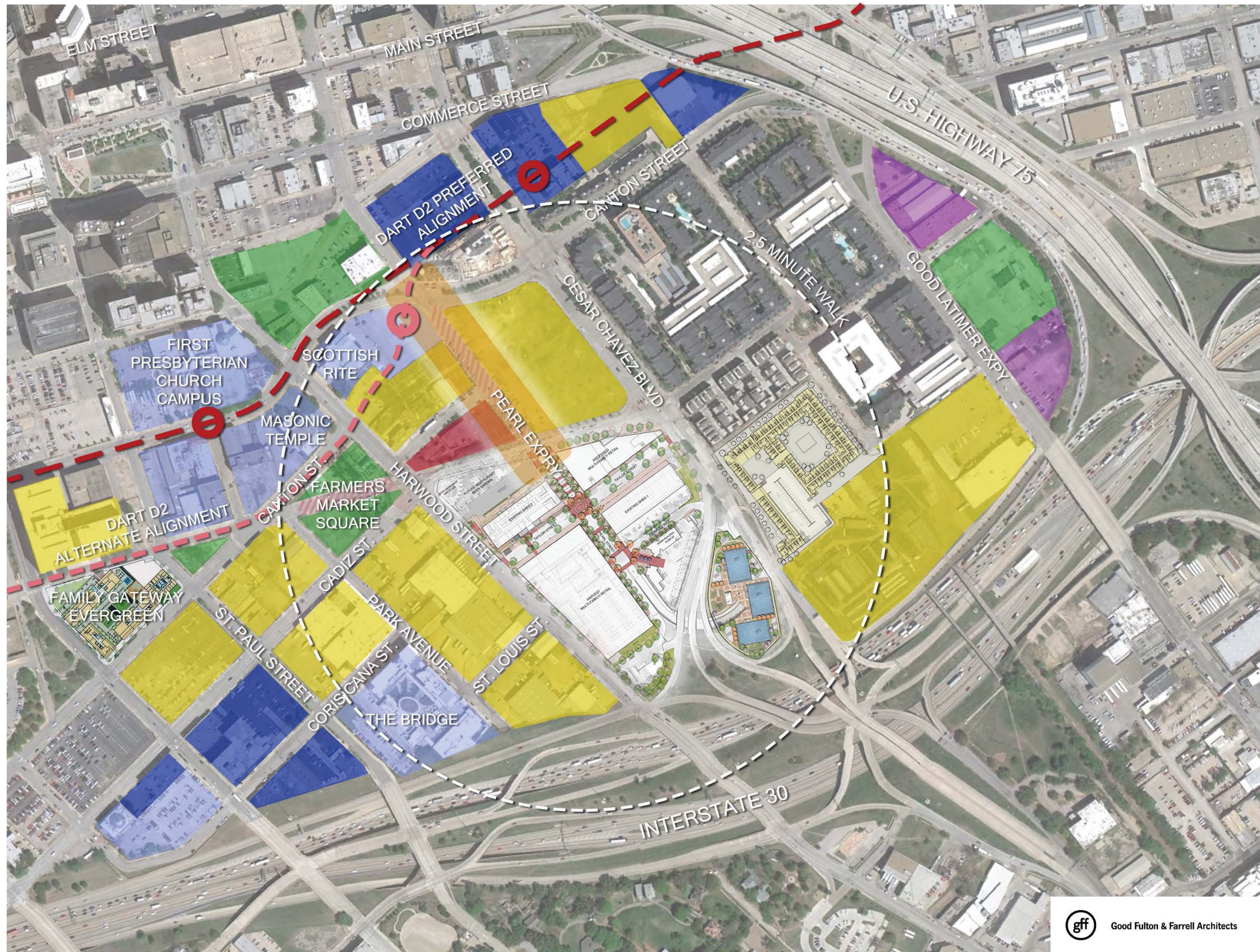
October 2013 | Dallas, Texas



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S. HARWOOD STREET CONTEXT

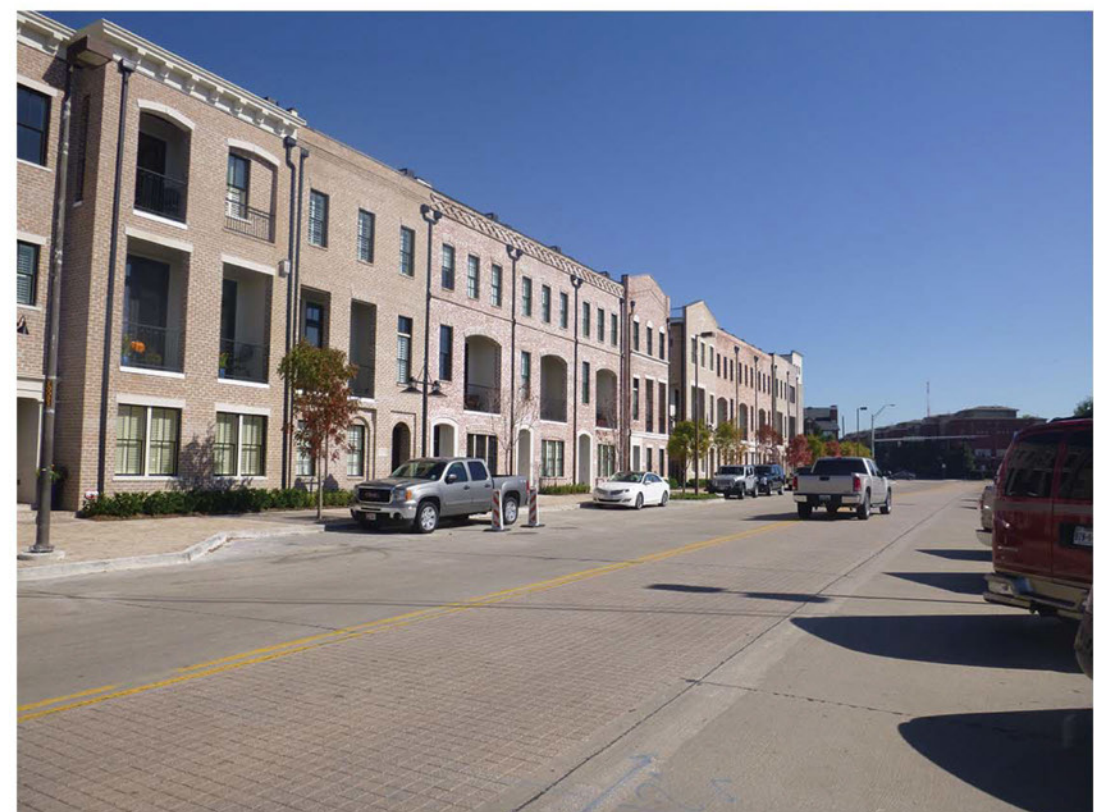
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MARILLA STREET CONTEXT

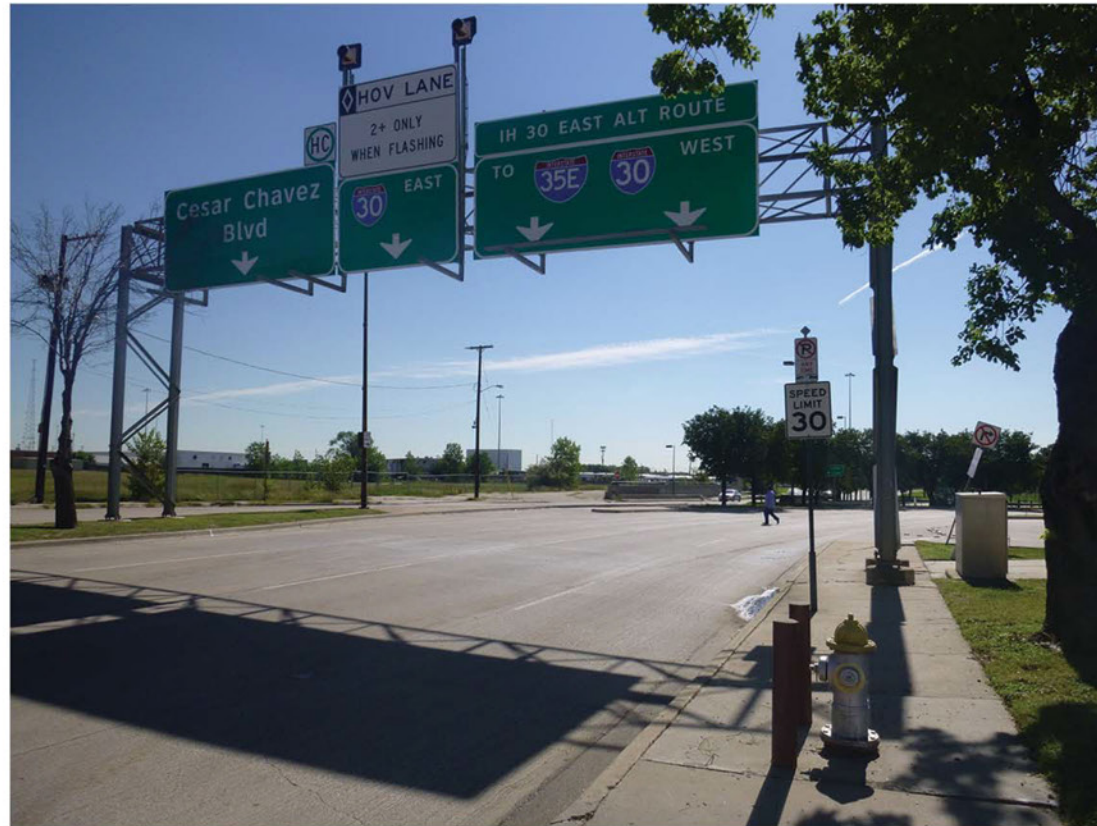
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S. CESAR CHAVEZ BLVD. CONTEXT

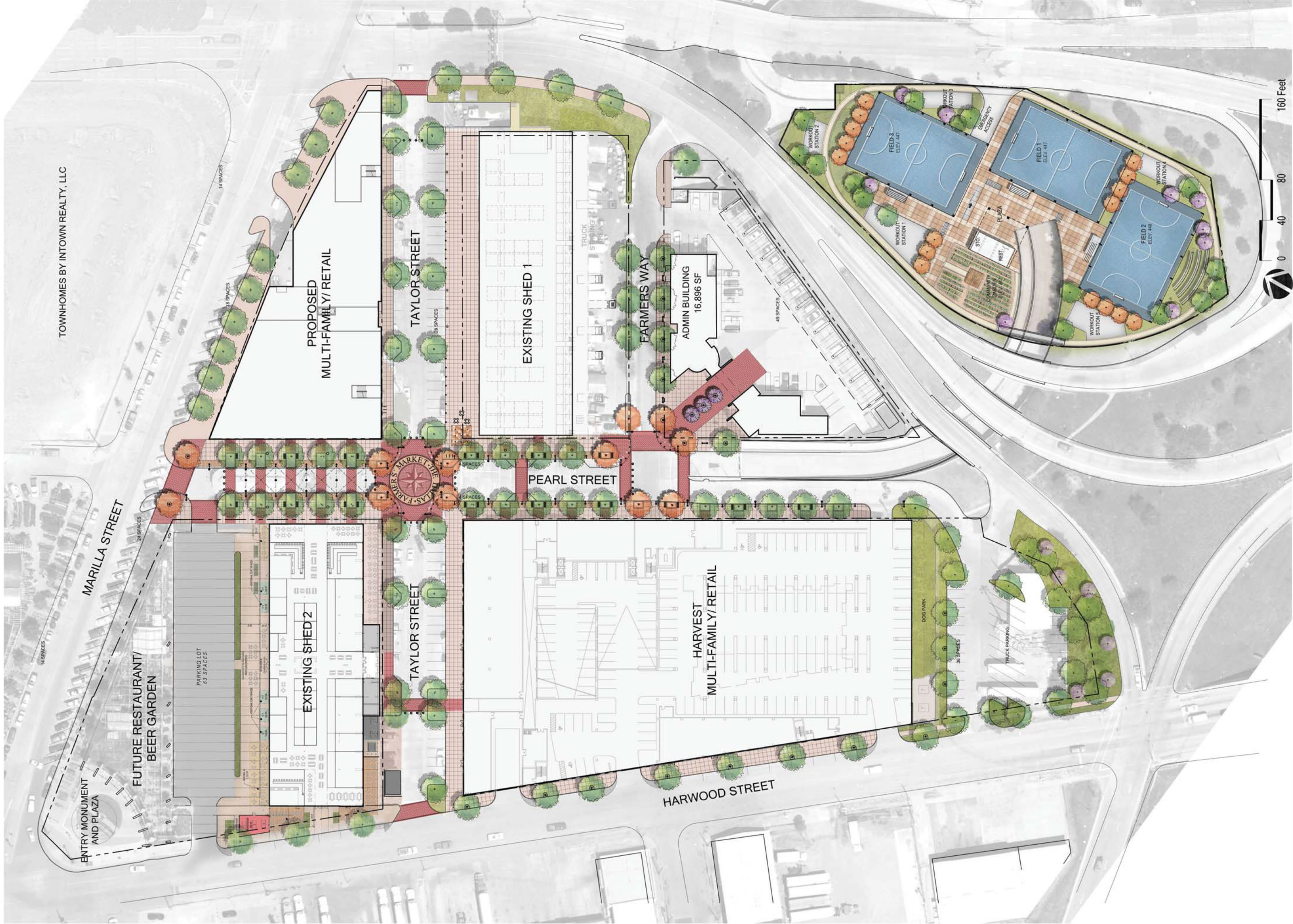
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TOWNHOMES BY INTOWN REALTY, LLC

MARILLA STREET

FUTURE RESTAURANT/
BEER GARDEN

PARKING LOT
62 SPACES

EXISTING SHED 2

PROPOSED
MULTI-FAMILY/RETAIL

TAYLOR STREET

TAYLOR STREET

EXISTING SHED 1

PEARL STREET

ADMIN BUILDING
16,896 SF

FARMERS WAY

HARWOOD STREET

HARVEST
MULTI-FAMILY/RETAIL

49 SPACES

DOG PARK

36 SPACES

TRUCK PARKING

WORKOUT STATION 1

FIELD 3
ELEV. 42

WORKOUT STATION 2

FIELD 1
ELEV. 41

FIELD 2
ELEV. 44

WORKOUT STATION 3

WORKOUT STATION 4

EMERGENCY ACCESS

PLAZA

STO

NST

COMMUNITY CENTER

160 Feet

80

40

0

CONCEPTUAL MASTER PLAN

The Dallas Farmers Market Streetscape
Dallas, Texas

Job #: 13142

File Name: L-Site.dwg

Date: 10/18/2013

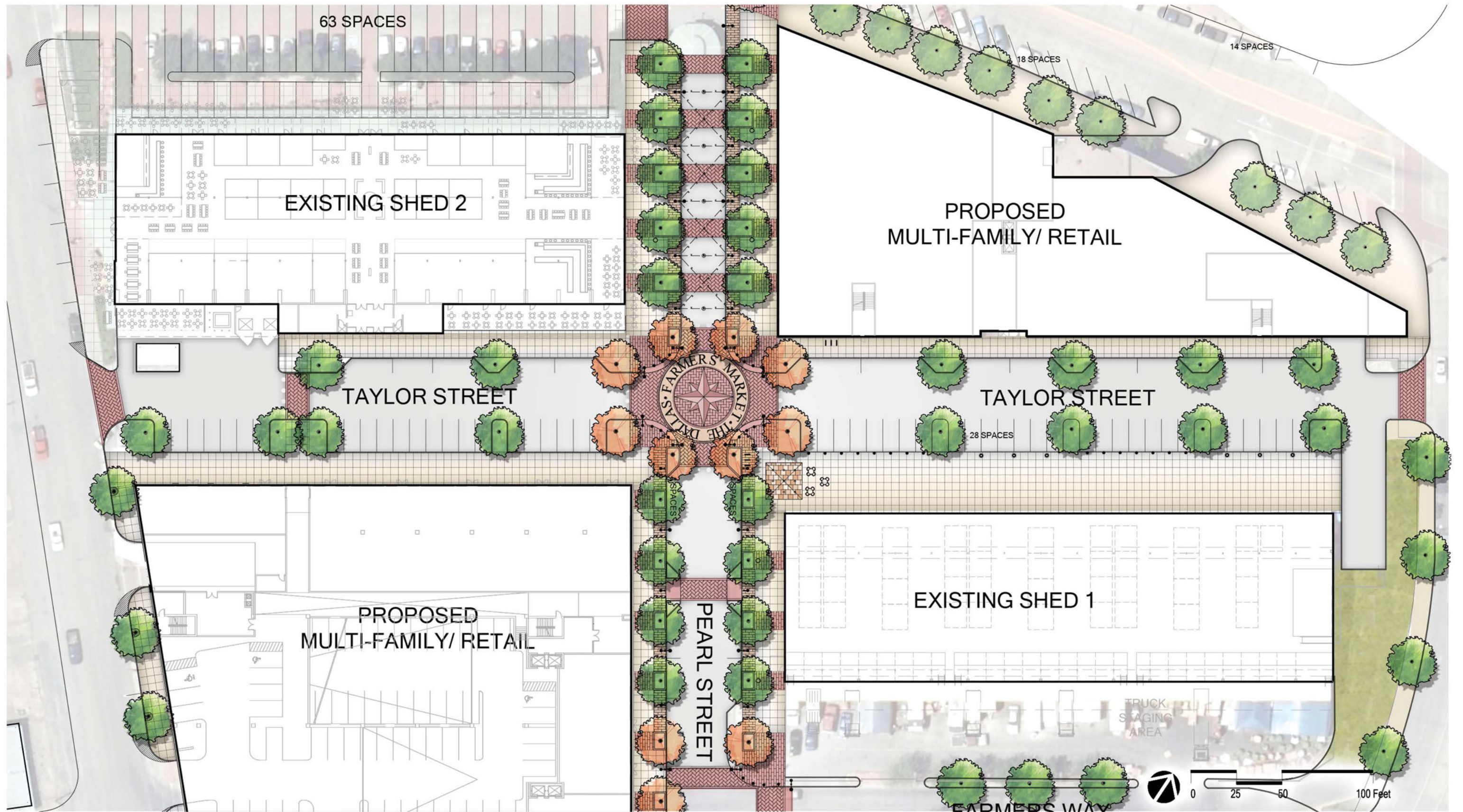
Drawn by: LE, JWS



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CONCEPTUAL SITE PLAN

The Dallas Farmers Market Streetscape
 Dallas, Texas

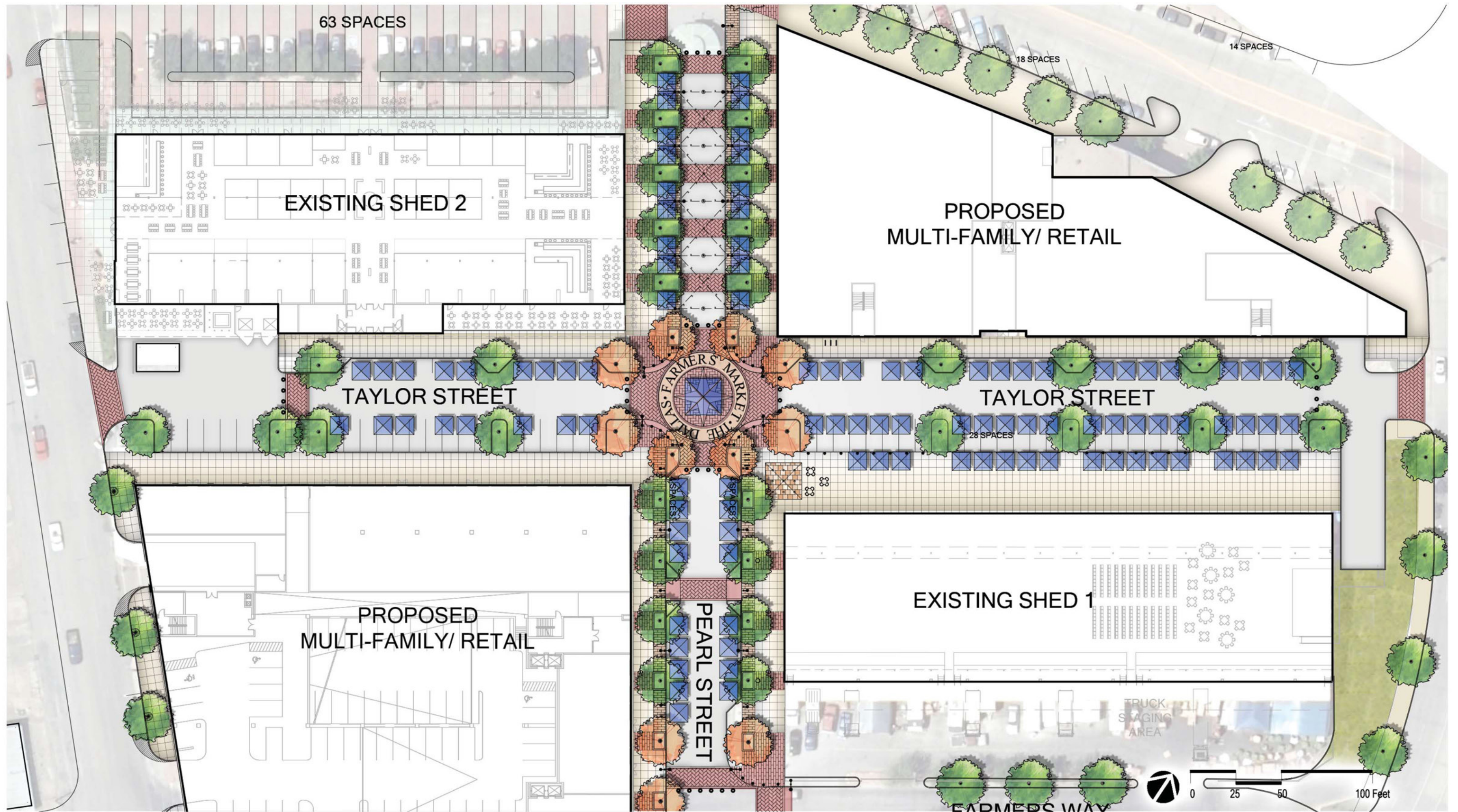
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 Drawn by: JWS



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CONCEPTUAL SITE PLAN - STREET EVENT CLOSURE

The Dallas Farmers Market Streetscape
 Dallas, Texas

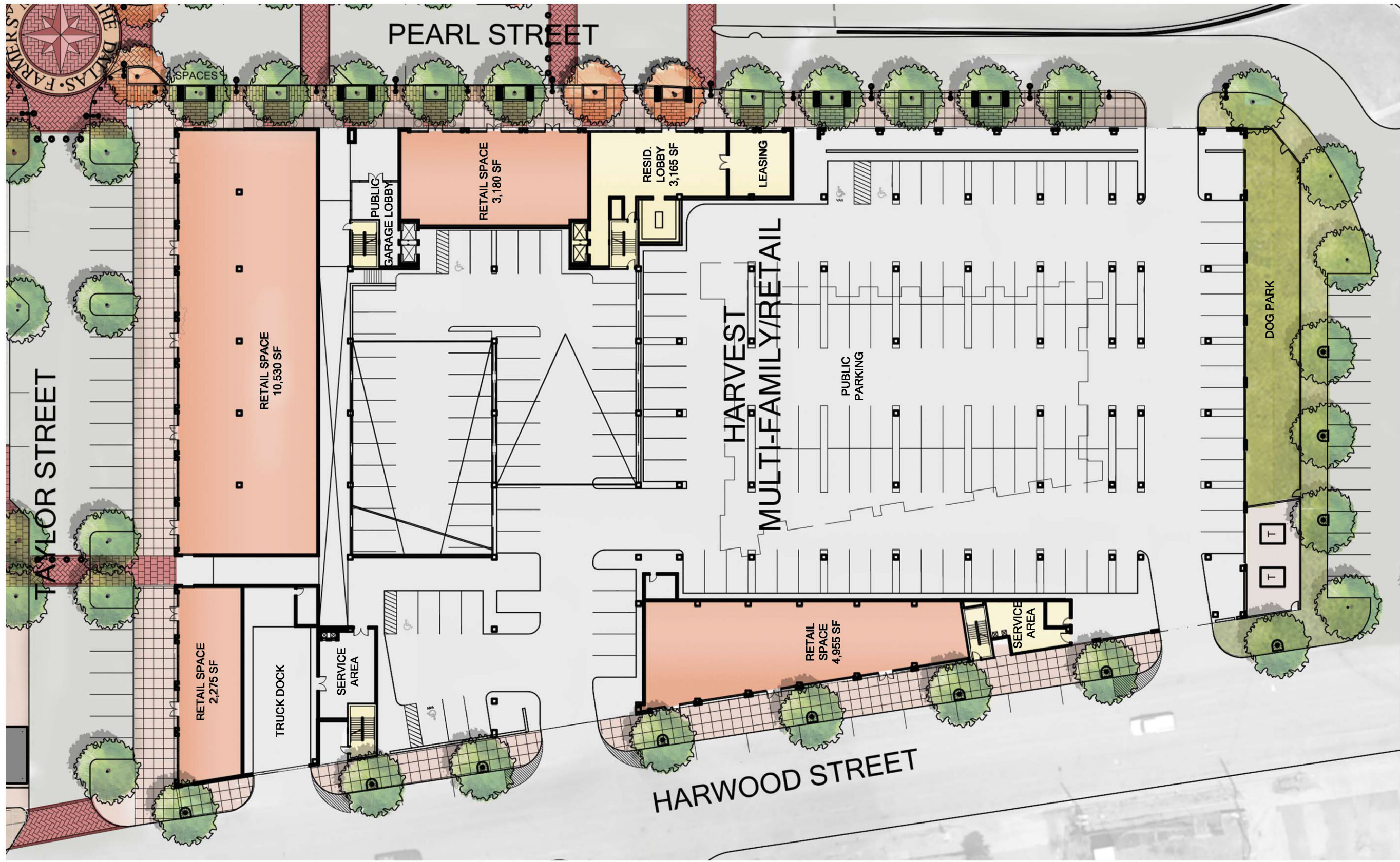
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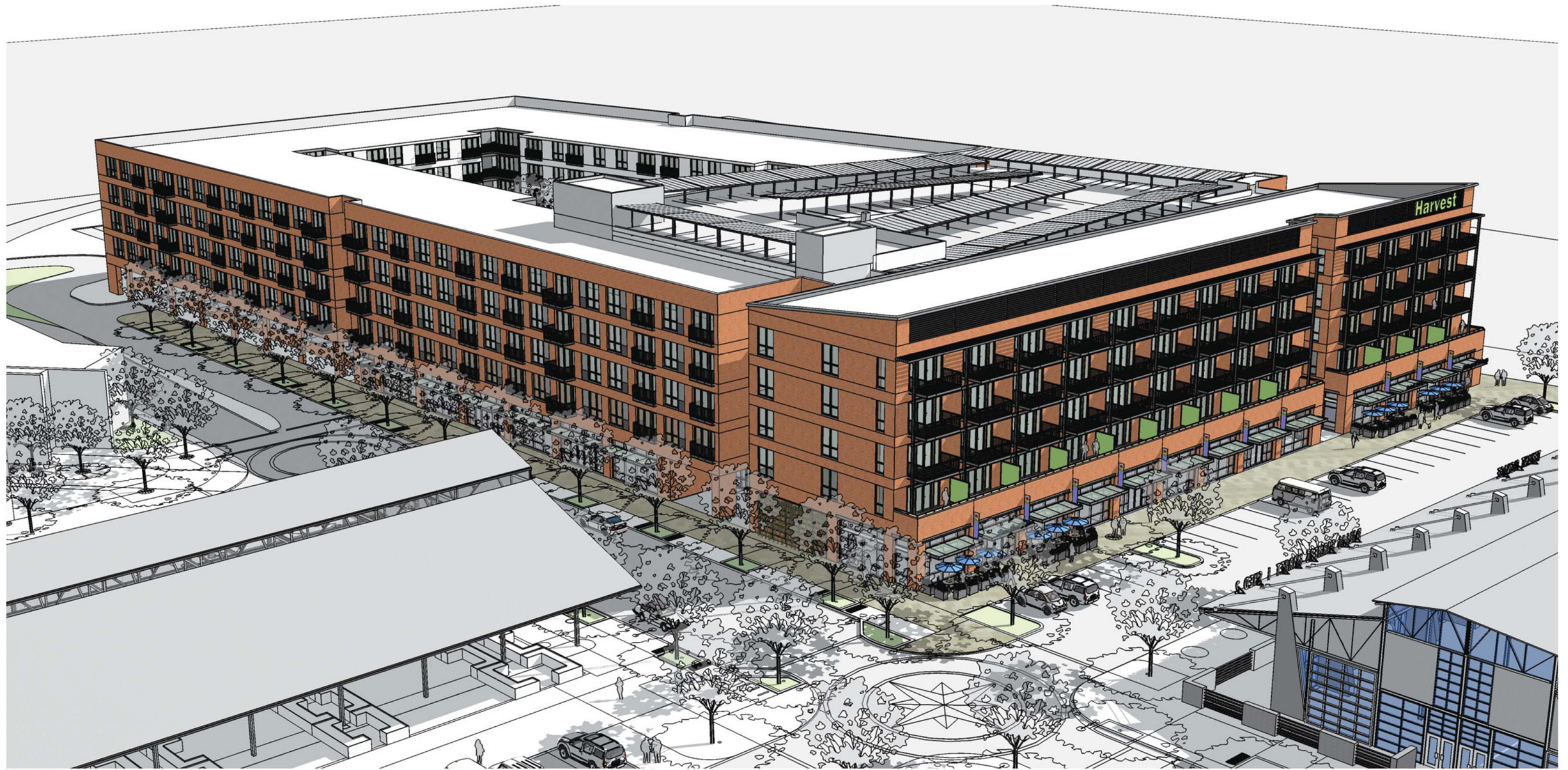
FM HARVEST SITE PLAN

Dallas Farmers Market
Dallas, TX



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AERIAL VIEW FROM NORTHEAST

Harvest Multifamily
Dallas, Texas



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NORTHEAST CORNER (TAYLOR AT PEARL)

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VIEW FROM NORTHWEST CORNER (HARWOOD AND TAYLOR)

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DETAILED VIEW OF RETAIL FRONTAGE ALONG TAYLOR

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VIEW OF HARWOOD FACADE

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02 SOUTH ELEVATION

File Name: Building Elevations.dwg Scale: 1" = 30'-0"



01 WEST ELEVATION

File Name: Building Elevations.dwg Scale: 1" = 30'-0"

BUILDING ELEVATIONS

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02 NORTH ELEVATION

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01 EAST ELEVATION

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BUILDING ELEVATIONS

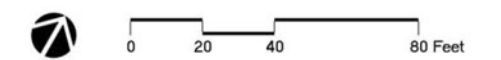
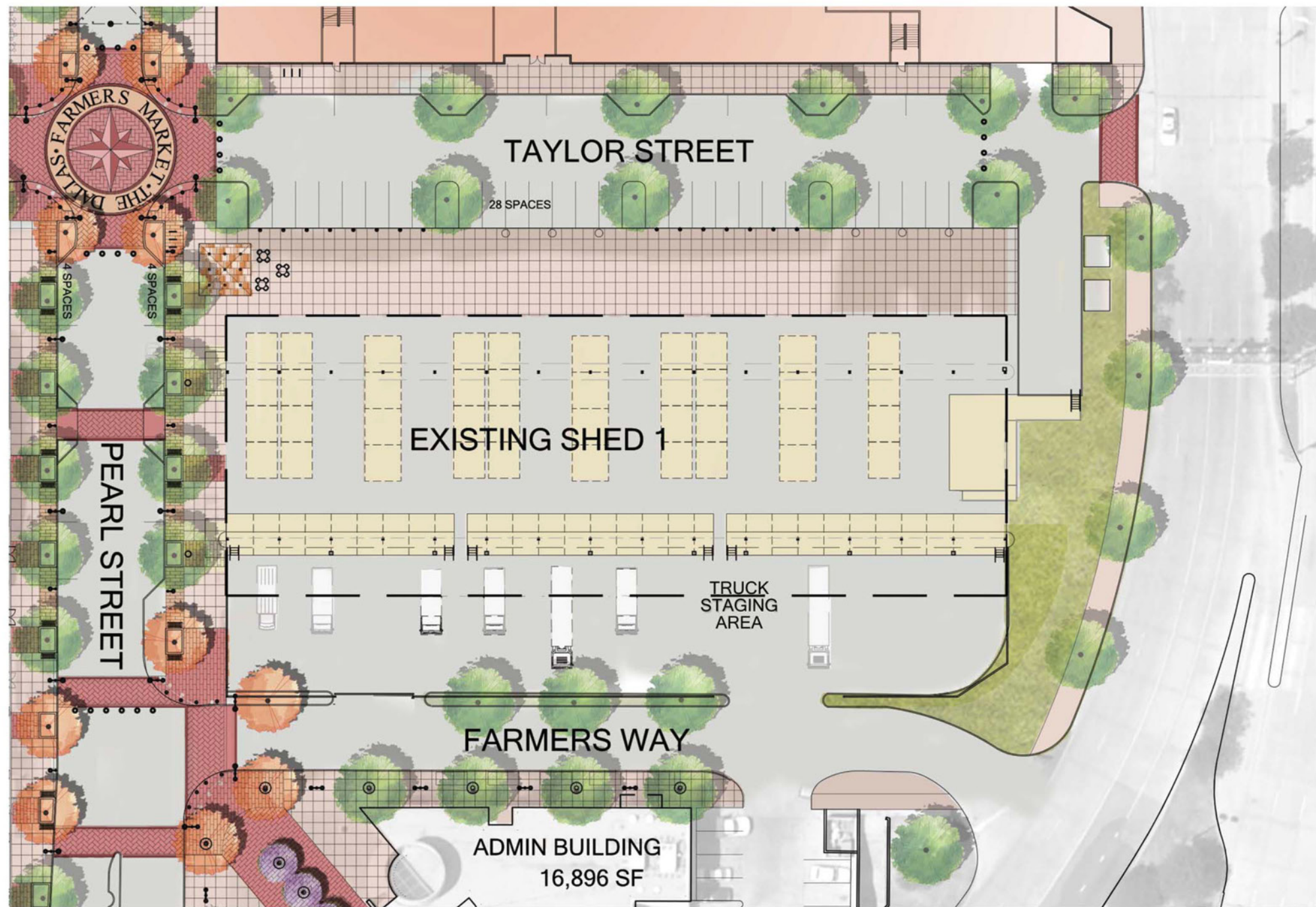
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FARMERS MARKET SHED 1

DALLAS FARMERS MARKET
DALLAS, TX



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• grapes
• apples
• corn
• Nuts

FRESH

FRESH DAILY
water melon
cantalope
cucumbers

Market

Produce

Farrell 12



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VIEW FROM NORTHWEST

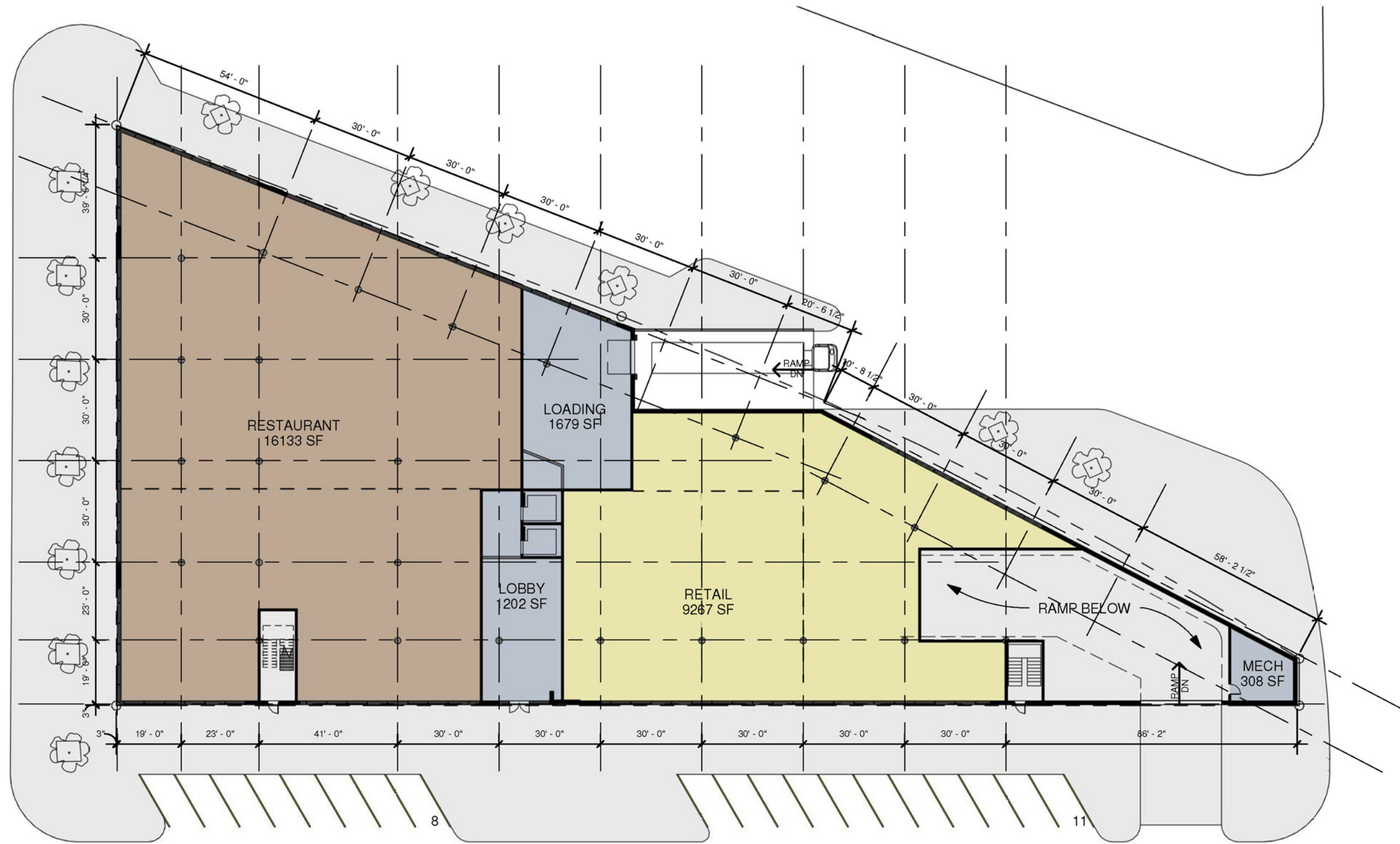
Shed 1 - Farmer's Market
Dallas, Texas



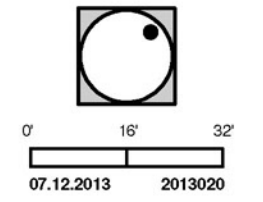
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GROUND LEVEL: 33,549 SF

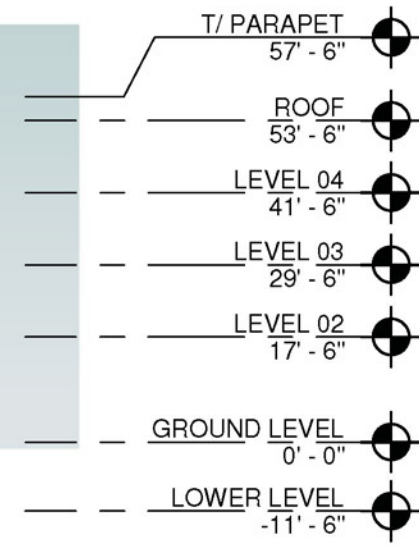




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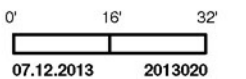
WEST ELEVATION



NORTH ELEVATION

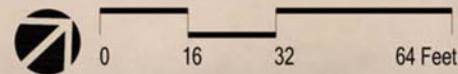


SOUTH ELEVATION



SHED 2: LEASING SPACE DATA

TENANT SPACES	SQ. FT.
RESTAURANT 1	1,247 SF
SMOKEHOUSE	569 SF
PATIO 1	798 SF
SEATING 1A	1,250 SF
SEATING 1B	385 SF
RESTAURANT 2	1,242 SF
SEATING 2A	353 SF
SEATING 2B	631 SF
SEATING 2C	442 SF
RESTAURANT 3	1,297 SF
PATIO 3	1,140 SF
SEATING 3	502 SF
RESTAURANT 4	1,297 SF
SEATING 4A	658 SF
SEATING 4B	1,420 SF
SEATING 4C	487 SF
SUITE 101	306 SF
SUITE 102	306 SF
SUITE 103	306 SF
SUITE 104	150 SF
SUITE 201	150 SF
SUITE 202	306 SF
SUITE 203	306 SF
SUITE 204	306 SF
SUITE 301	180 SF
SUITE 302	180 SF
SUITE 303	180 SF
SUITE 304	120 SF
SUITE 305	216 SF
SUITE 306	216 SF
SUITE 307	216 SF
SUITE 308	144 SF
SUITE 401	120 SF
SUITE 402	180 SF
SUITE 403	180 SF
SUITE 404	144 SF
SUITE 405	216 SF
SUITE 406	216 SF
SUITE 501	648 SF
SUITE 502	1,296 SF
SUITE 503	648 SF
SUITE 601	2,594 SF
TOTAL	23,548 SF
EXTERIOR CART SPACES	
G-1	120 SF
G-2	120 SF
G-3	120 SF
G-4	120 SF
G-5	120 SF
TOTAL	600 SF
GROSS BUILDING AREA SHED 2	
COMMON AREA	27,487 SF
LEASEABLE AREA	10,698 SF
	24,148 SF



LEASING SITE PLAN

Dallas Farmers Market | SHED 2
Dallas, Texas

Job #: 13142.02
File Name: FP_006C_DFM.dwg
Date: 10.17.13
Drawn by: jg/la



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Shed 2 Proposed Shell Improvements

Dallas Farmers Market | Shed 2
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Shed 2 Proposed Shell Improvements

Dallas Farmers Market | Shed 2
Dallas, Texas



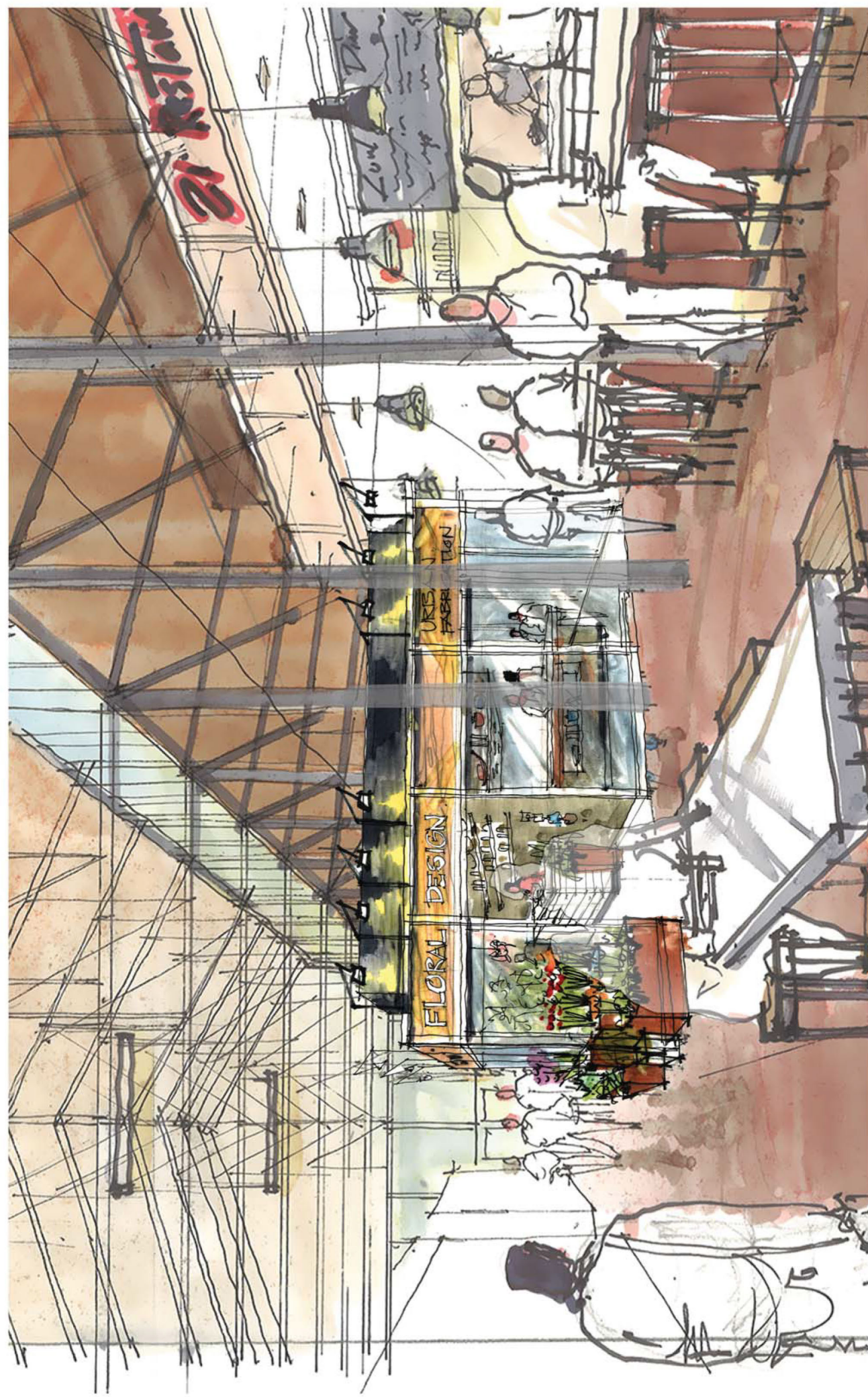
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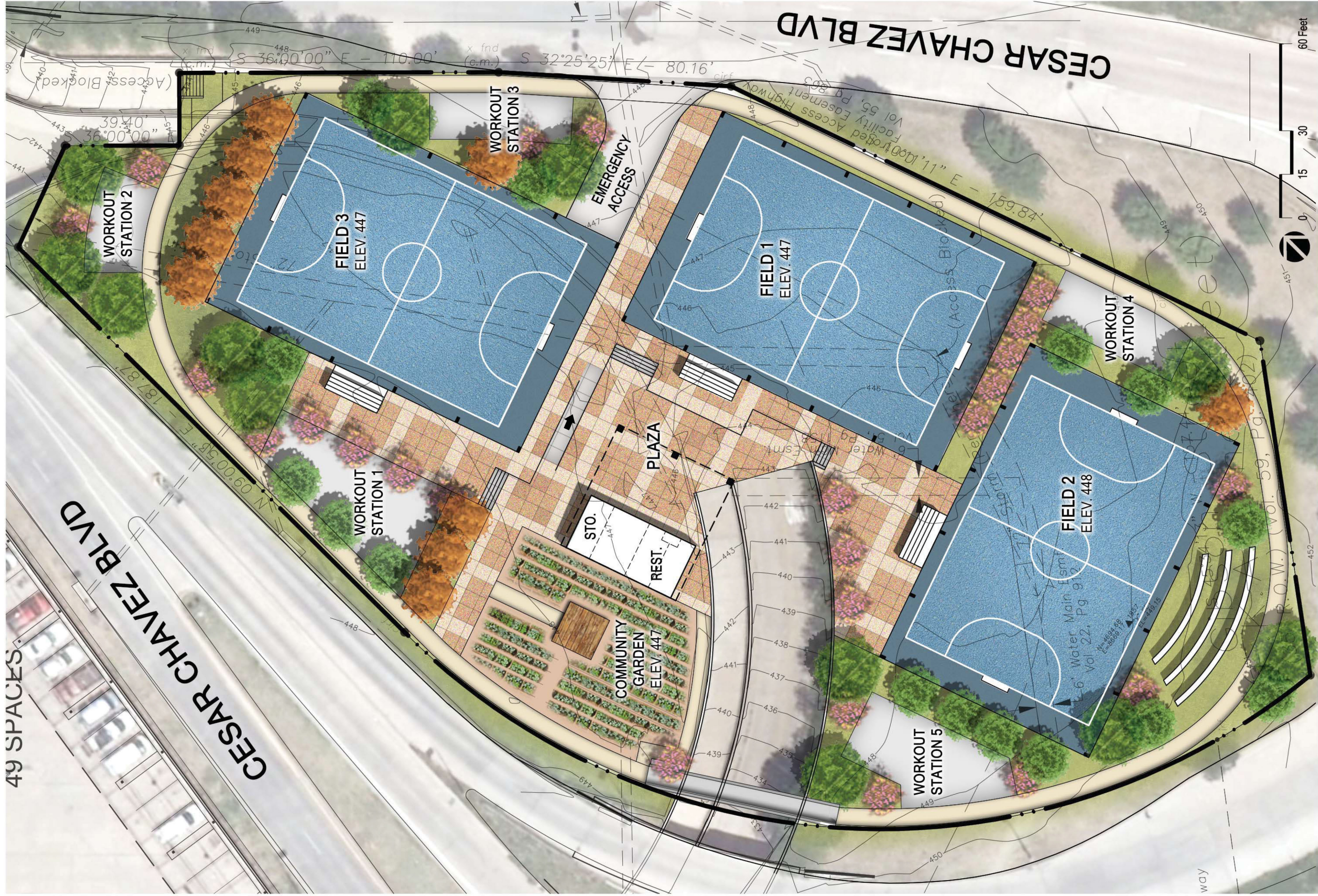
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FARMER'S MARKET - SHED 2 RESTAURANT CONCEPT



FARMER'S MARKET - SHED 2 SMALL SHOP CONCEPT



CONCEPTUAL SITE PLAN - FUTSAL COMPLEX

Farmers Market Redevelopment
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