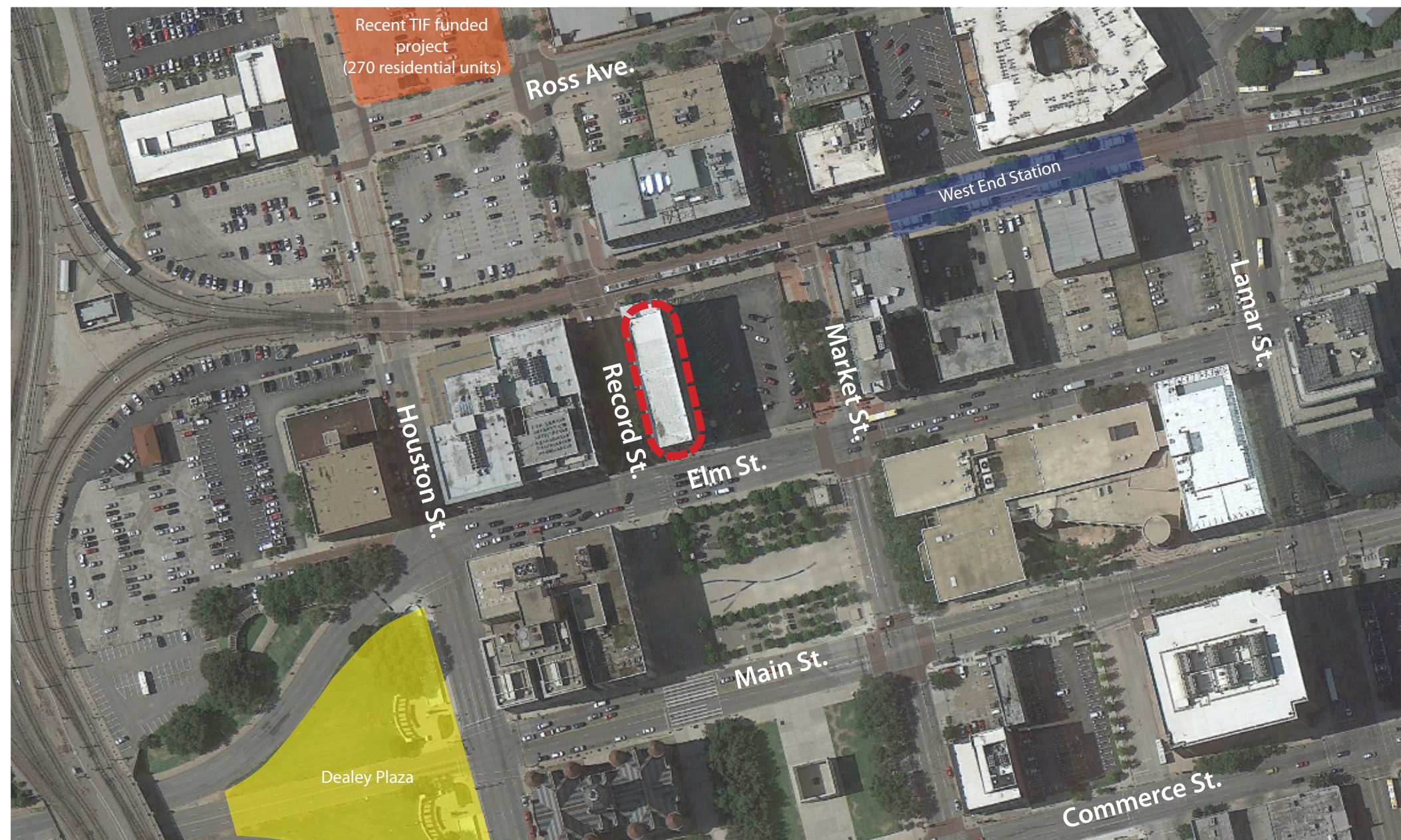


Applicable Urban Design Priorities Project Should Achieve

- [1] **Creating walkable streets that enhance the connectivity and vibrancy of the neighborhood** - Development should contribute to a vibrant and complete streetscape by continuing a strong pattern of street trees, wide sidewalks, and pedestrian amenities and crosswalks. Individual project improvements ensure the overall success of a coherent and appealing pedestrian network.
- [2] **Strengthening the neighborhood through the addition and support of ground level uses and street level activity** - The west end neighborhood is one of the oldest established neighborhoods in Dallas. To ensure the future vibrancy of this neighborhood, it will be crucial to consider how vacant and underutilized land is developed to secure resident use and street level activity. New development should contribute to the surrounding context through the addition of ground level uses and maintain a high level of activity at ground level.
- [3] **Supporting and strengthening access to West End Station** - Ground floor entries should be incorporated that relate to the clearest connection to the West End Station. Consideration should be made to the materiality and quality of this connection.
- [4] **Development must adhere to the standards of the historic designation of the area, conforming to any local regulations** - New development should relate to the surrounding historic context. Any development will also need to be coordinated and approved by the appropriate regulatory body.



Policy References

Downtown Dallas 360
Chapter 3, Chapter 4

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV

Context Description

The development site is located in the West End District. Originally built in 1905, the Parlin and Orendorff Building, known commonly as the Purse Building, has been vacant since 1994. The Purse building is listed as a contributing building to the West End National Register Historic District, and is protected as a Texas State Archeological Landmark.

As a contributing building to the West End National Register Historic District, the exterior improvements consist of rehabilitating the original facade and slight modifications to the ground level adding new entryways, retail uses, and outdoor seating. A total of 40 residential units will also be added. Another notable project in the area is a proposed and funded development of 270 residential units one block to the north. The Purse building redevelopment presents an excellent opportunity to work in concert with this effort to invigorate activity in the West End.

Purse Building

Neighborhood:
West End

Program:
Retail/Residential

Purse Building

Proposed Drawings

Dallas, Texas

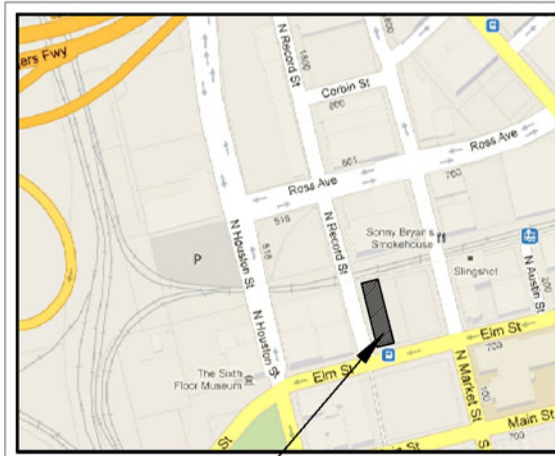
INDEX OF DRAWINGS

ARCHITECTURAL

- A-0 Cover Sheet
- A-1 Basement Level Floor Plan
- A-2 Ground Level Floor Plan
- A-3 Typical Floor Plan - Levels 2-6
- A-4 Roof Level Floor Plan
- A-5 West Elevation
- A-6 North and South Elevations
- A-7 East Elevation
- A-8.1 Perspective
- A-8.2 Perspective
- A-8.3 Perspective
- A-8.4 Perspective
- A-8.5 Perspective

CONTEXT MAP

CITY OF DALLAS



PURSE BUILDING



LOOKING NORTH WEST



1908 LOOKING NORTH EAST



ARCHITEXAS

PURSE BUILDING
Dallas, Texas



DALLAS COUNTY SERVICES BUILDING

PARK

RECORD GRILL

Elm St

ONE WAY

ONE WAY



ONE WAY
→
ket
00 N

MADE IN U.S.A.
DISTRIBUTORS
FOR OVER
100 OF AMERICA'S
GREATEST FURNITURE
MANUFACTURERS
FURNITURE
AND
FLOOR COVERINGS

RANGER

PURSE BUILDING
SOUTHEAST OBLIQUE



NO TURNS

PACIFIC

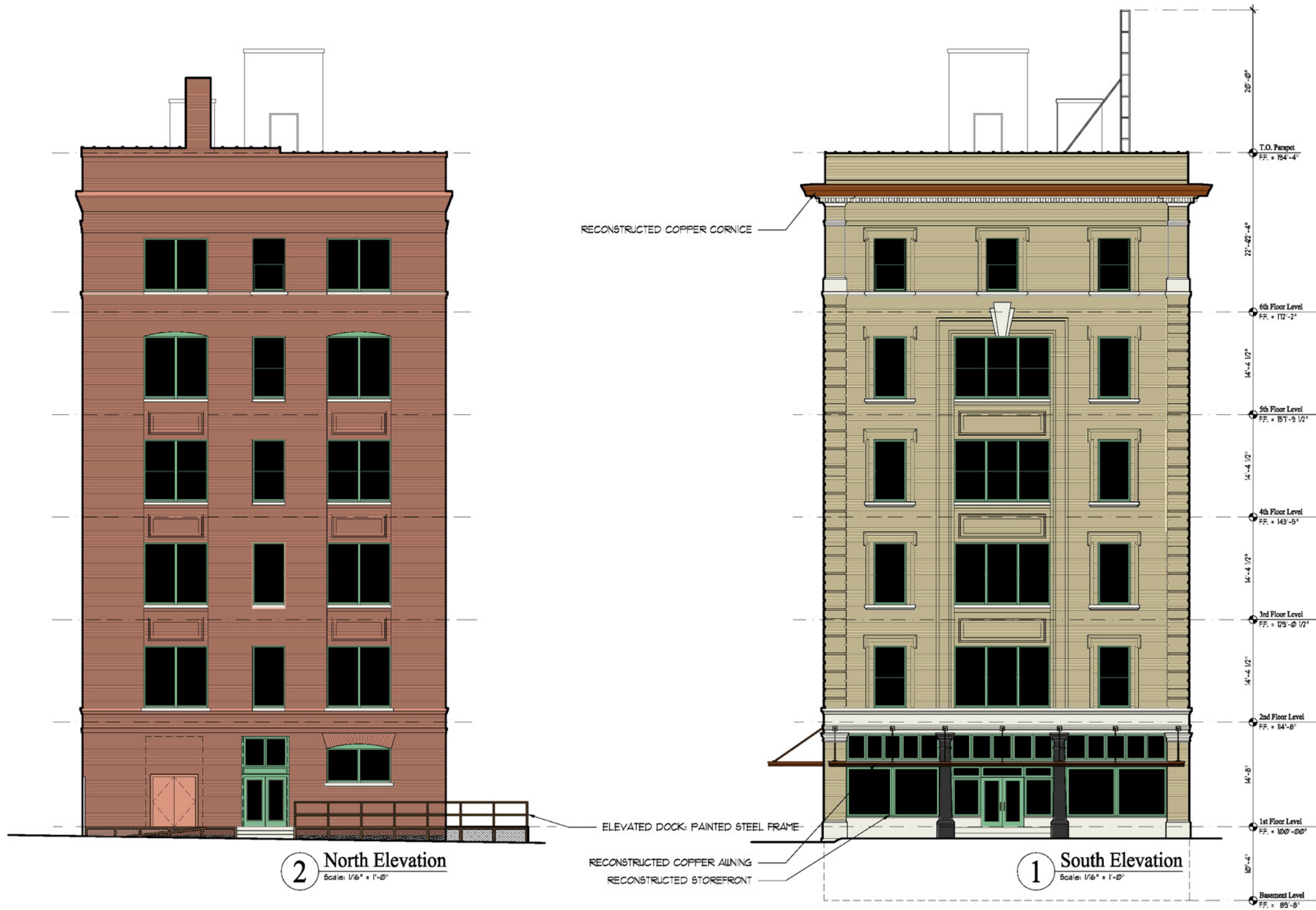
WEST END PUB



NO TURNS

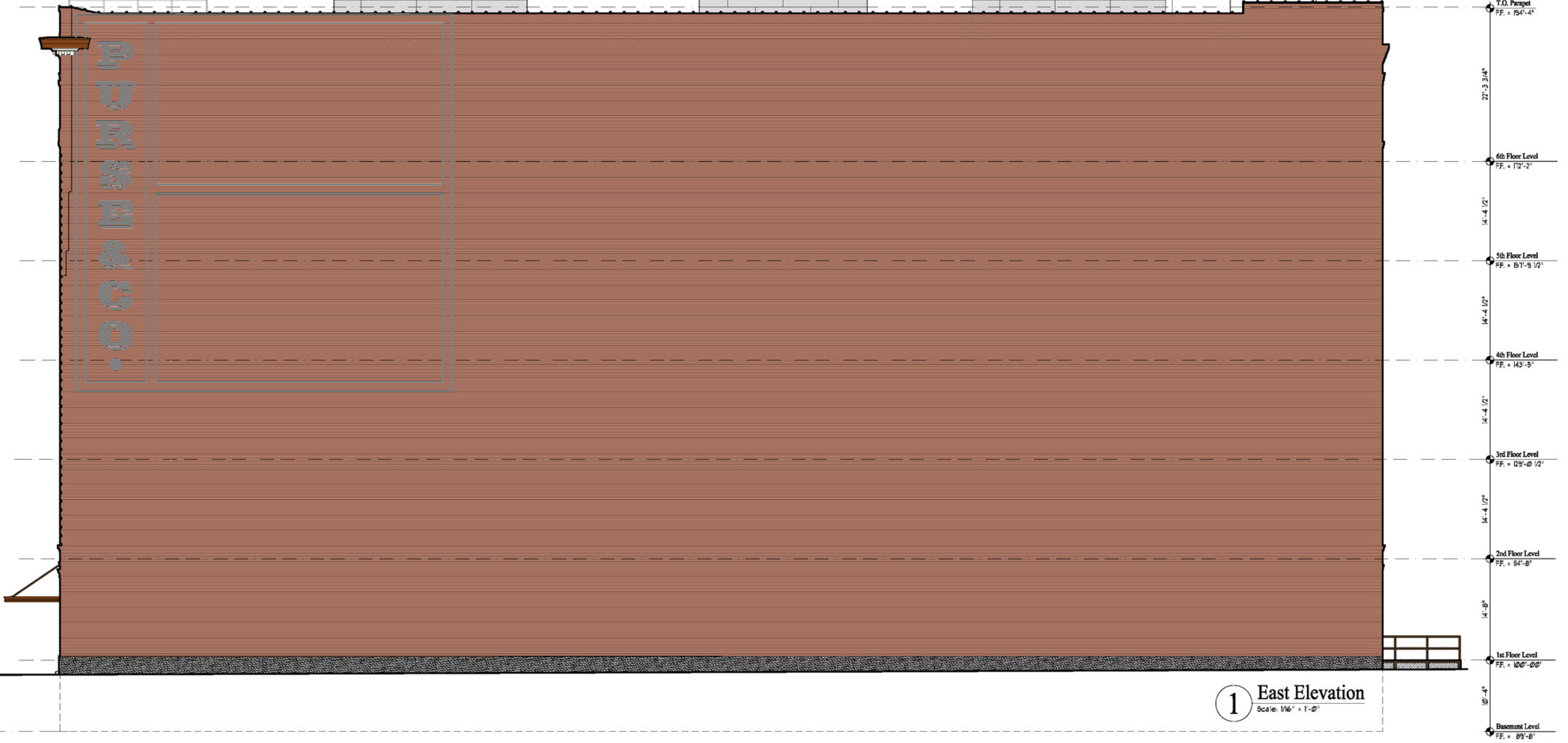






PURSE
& CO.
LOFTS

RECONSTRUCTED ROOF SIGN
GALVANIZED METAL PANEL,
TYP. ROOF ENCLOSURES



1 East Elevation
Scale: 1/16" = 1'-0"



ARCHITEXAS

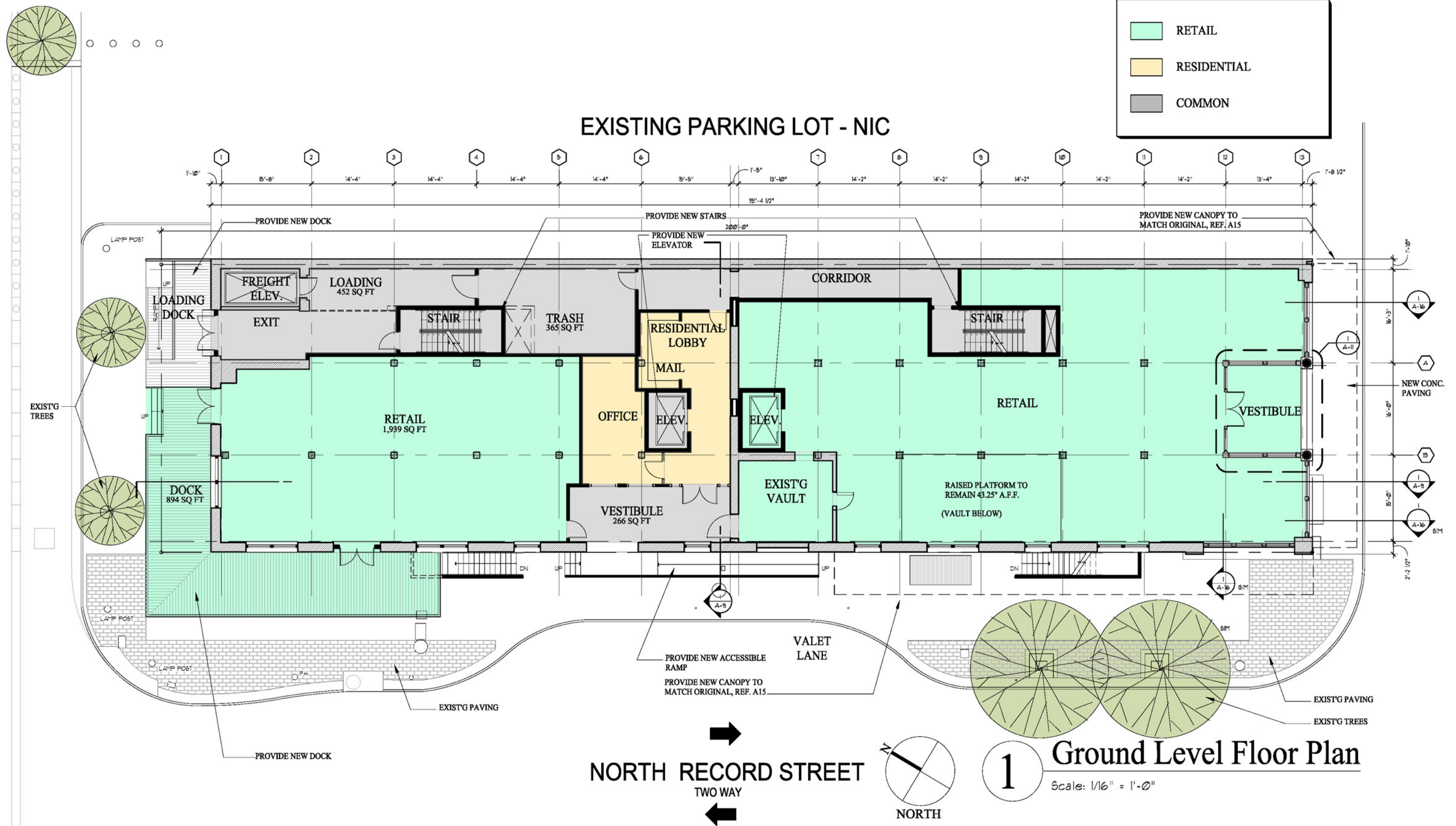
PURSE BUILDING
Dallas, Texas

Area Legend

	RETAIL
	RESIDENTIAL
	COMMON

EXISTING PARKING LOT - NIC

PACIFIC - DART RAIL



NORTH RECORD STREET
 TWO WAY

1 Ground Level Floor Plan
 Scale: 1/16" = 1'-0"

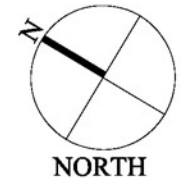
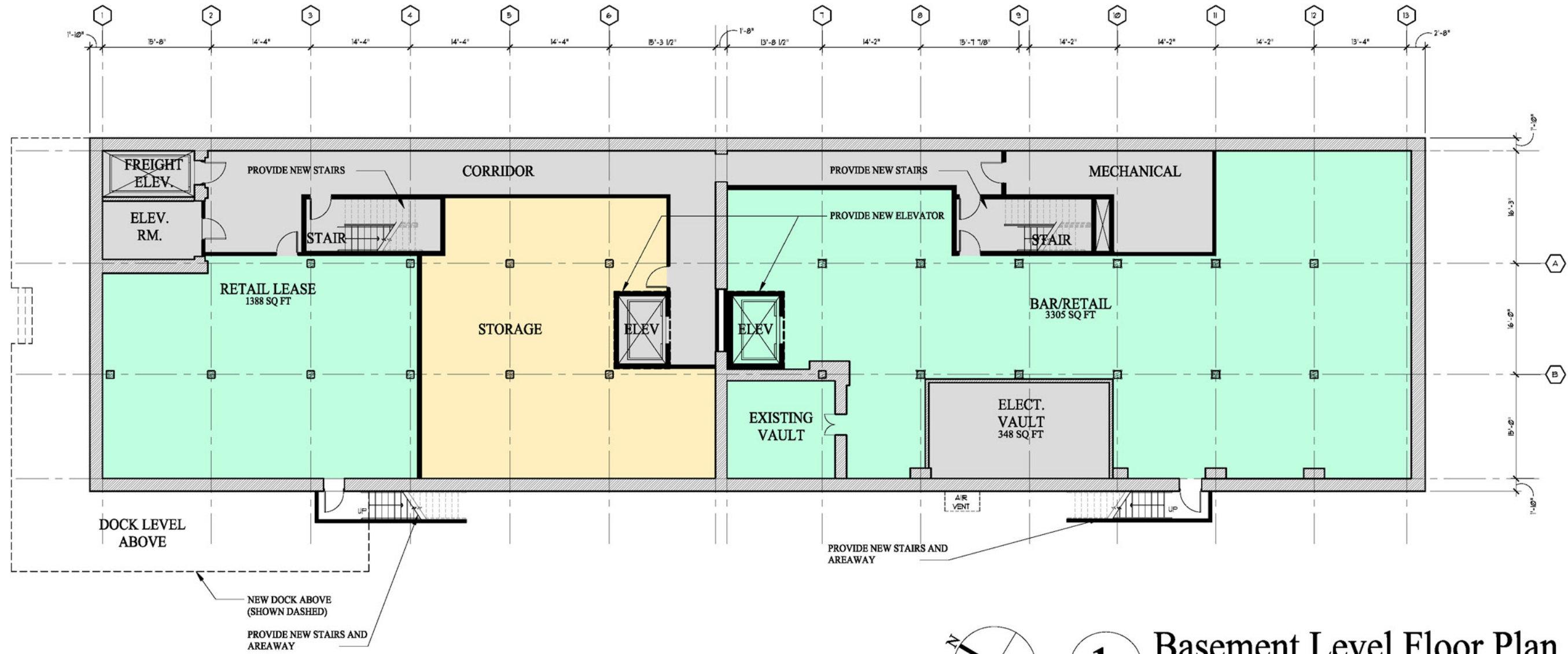


ARCHITEXAS

PURSE BUILDING
 Dallas, Texas

Area Legend

	RETAIL
	RESIDENTIAL
	COMMON



1 Basement Level Floor Plan
 Scale: 1/16" = 1'-0"

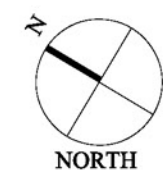


ARCHITEXAS

PURSE BUILDING
 Dallas, Texas

Area Legend

	RETAIL
	RESIDENTIAL
	COMMON



1

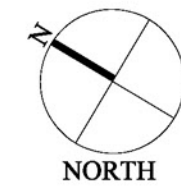
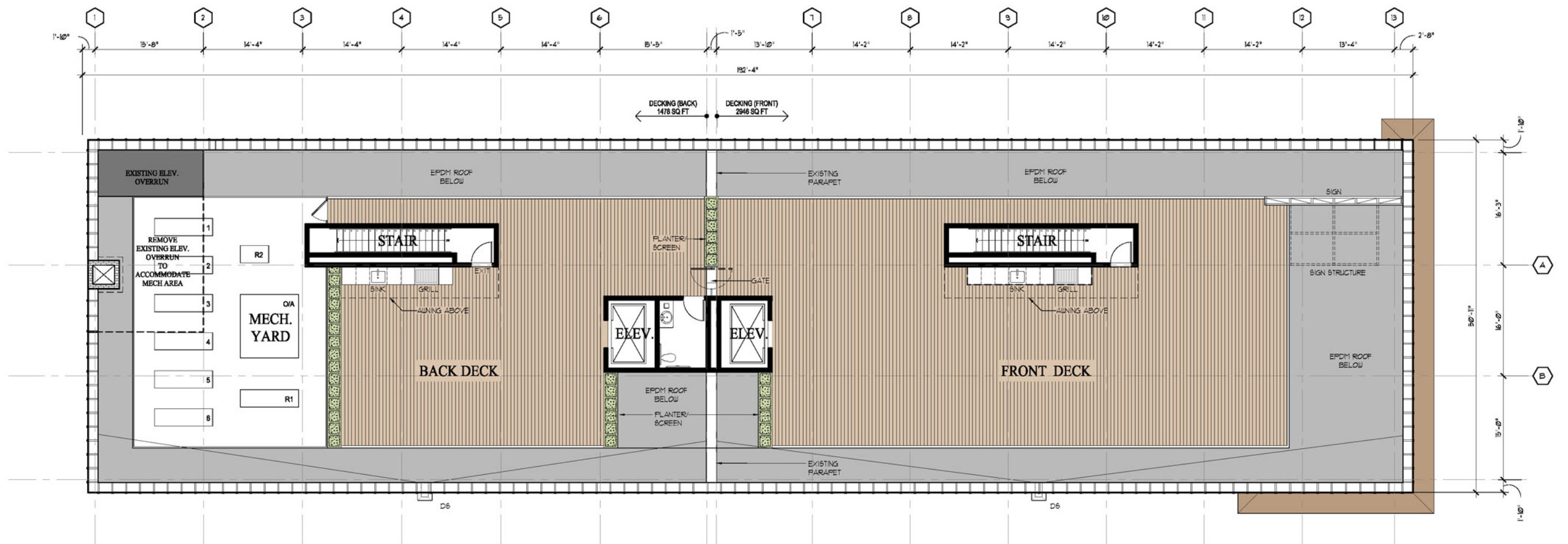
Typical Floor Plan Levels 2-6

Scale: 1/16" = 1'-0"



ARCHITEXAS

PURSE BUILDING
Dallas, Texas



1 Roof Plan
Scale: 1/6" = 1'-0"

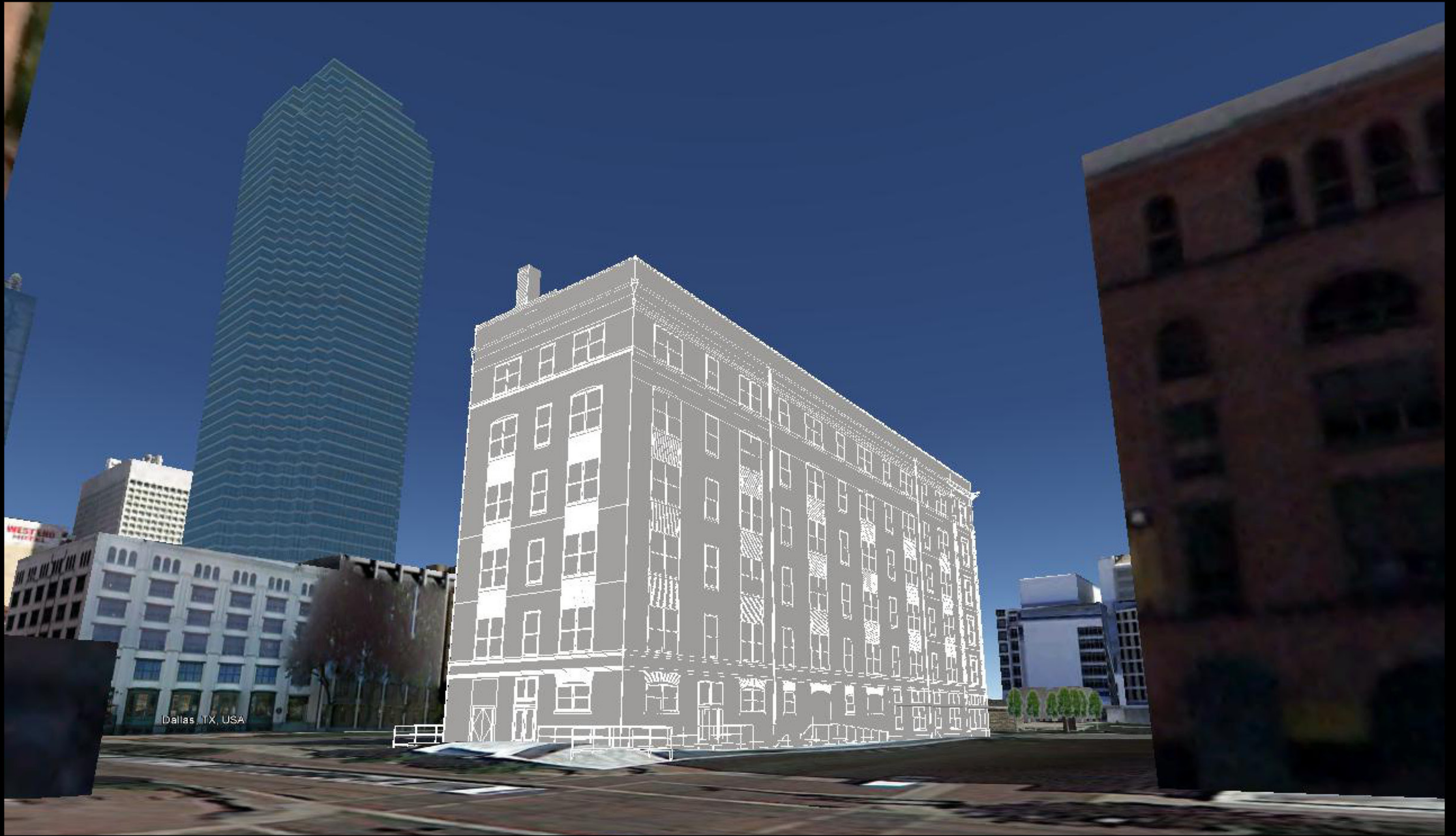












Dallas, TX, USA