

Applicable Urban Design Priorities Project Should Achieve

- [1] Intersection of Market and Munger should be enhanced with the same treatment and materiality as adjacent district intersections - The intersection should be designed in coordination with the plaza improvements to reinforce Munger through enhanced crosswalks and by extending the curbline on the north side.
- [2] Drop off drive should be designed as an extension of the sidewalk through its geometry, materiality and patterning - Sidewalk material and patterning should continue through the drop off lane prioritizing pedestrian movement.
- [3] Creative ways to promote activity and interest in the alleyway are encouraged to reinforce its safety and usability as a viable link to the larger district - Exploring a means to reintroduce an active use that engages the alley, along with enhancements that promote a sense of safety for pedestrians, is encouraged.



Policy References

Downtown Dallas 360
Chapter 3, Chapter 4

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV [West End]

Context Description

The site is located along the northern border of the West End Historic District with the primary building facade located along Munger Ave. The West End Marketplace is located two blocks southwest of the Dallas World Aquarium and six blocks north of the Sixth Floor Museum at Dealey Plaza. West End Station is also located four blocks from the development.

Specific considerations include enhancements to the existing plaza and alley passage while also supporting activity in these spaces through the relationship of the adjacent uses. Special consideration should be made to explore ways in which to introduce activity along alley passage to make it an inviting space and encourage its use.

West End Marketplace Hotel

Neighborhood:
West End Historic District

Program:
Retail/Hotel

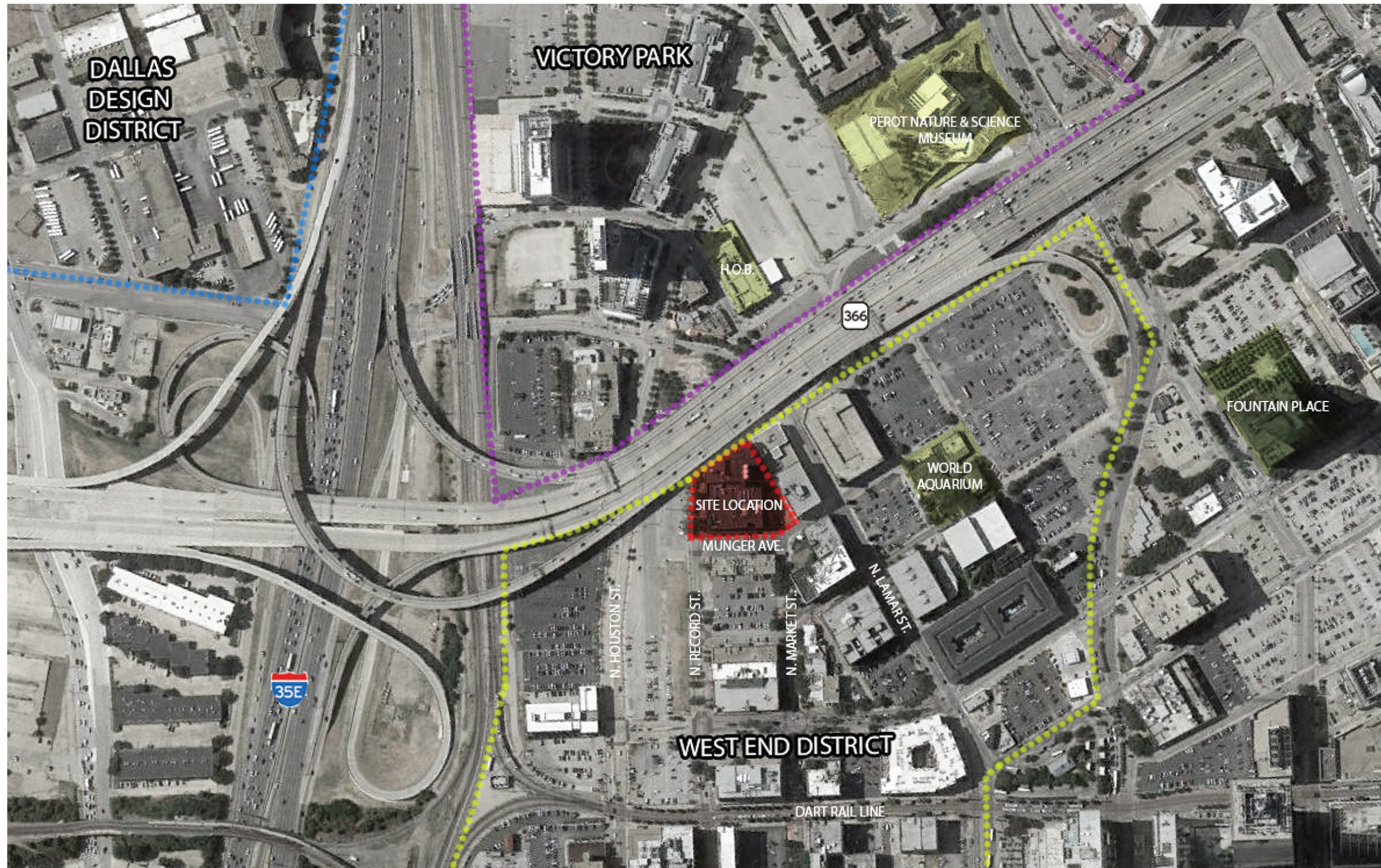
Hotel : 236,667 sqft [220 units]
Commercial : 12,420 sqft

●●●●● SITE LOCATION

●●●●● DESIGN DISTRICT

●●●●● VICTORY PARK

●●●●● WEST END DISTRICT



SITE LOCATION

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dallas, texas
maa.2013174

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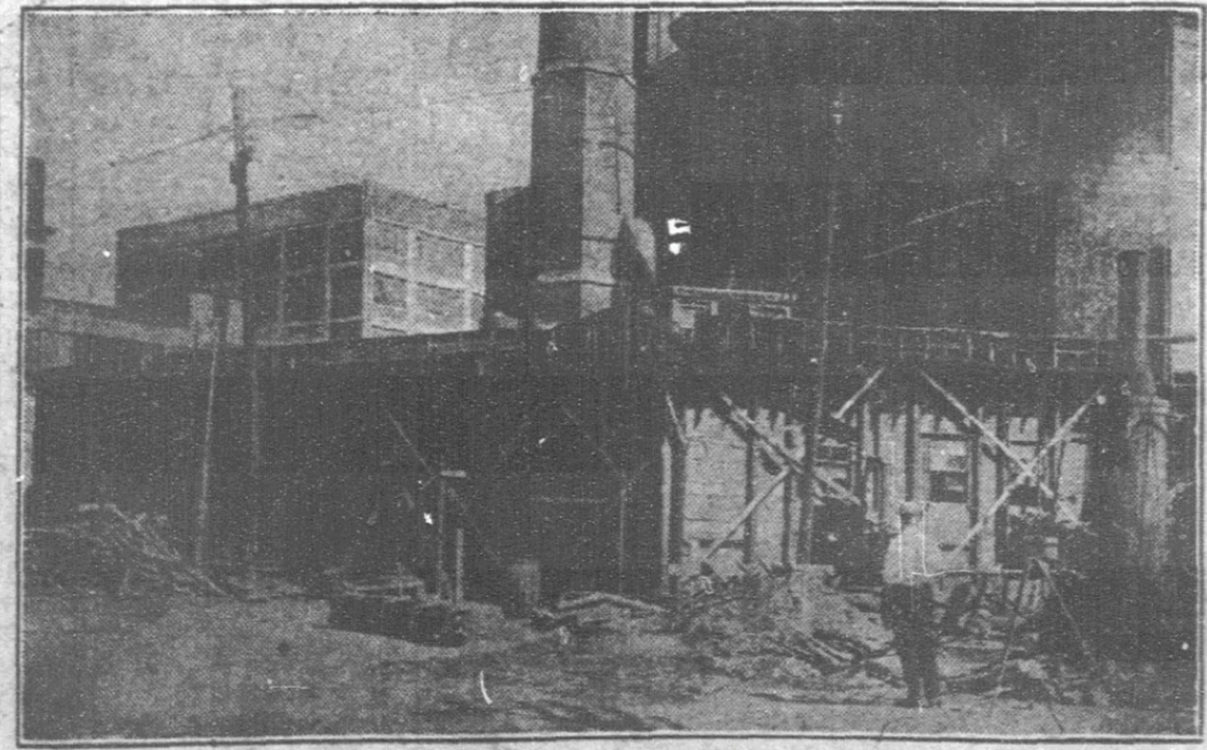


TIF PACKAGE 12.19.2013
West End Marketplace Hotel

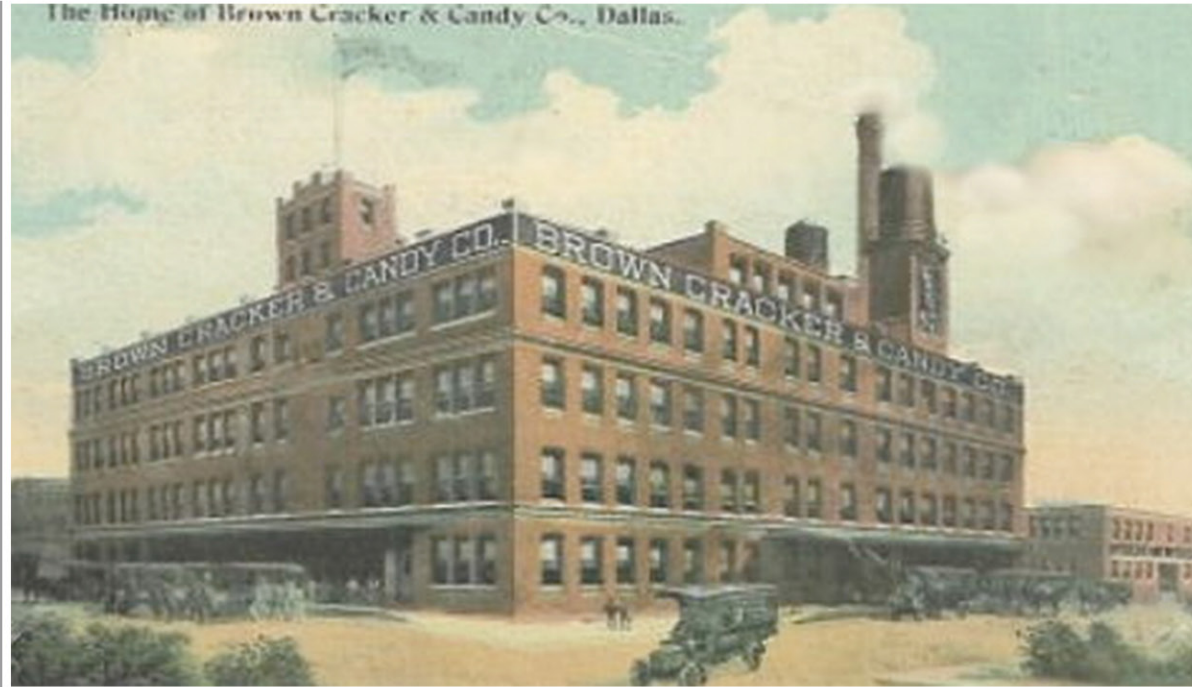


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WORK STARTED ON SEVEN-STORY PLANT ADDITION.



—News Staff Photo.
Work has started on the seven-story addition to the plant of the **Brown Cracker and Candy Company**, at McKinney avenue, Jefferson and Caruth streets. This structure will cost about \$350,000, exclusive of equipment, and is one of several additions being completed in enlarging the Brown plant, one of the largest manufactories of its kind in the country. C. E. Barglebaugh is the architect and Hughes-O'Rourke Construction Company, contractors.

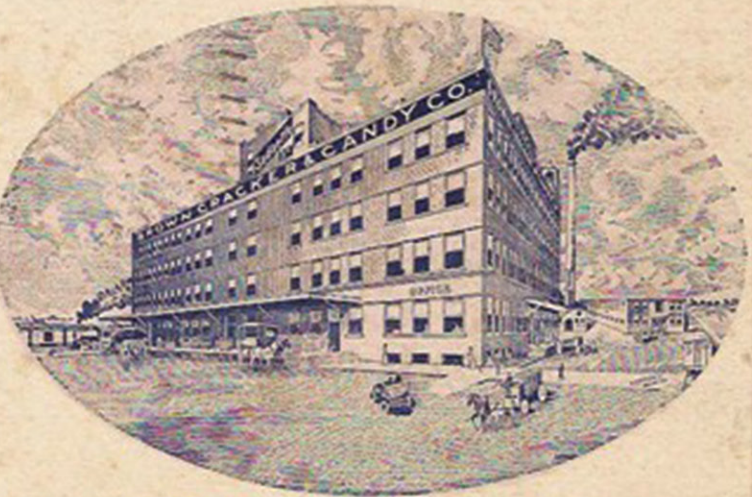


BROWN
Cracker & Gandy
Company

The largest manufacturers of Biscuit and Fine Confections in the South.

From a modest beginning in 1903 we have been forced to triple our capacity, containing now 131,290 square feet, or more than 3 acres of floor space.

Our rapid growth attests the superior quality and ever-increasing demand for our products.



The Home of Pure Products





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- AMENITY
- DOUBLE GUESTROOM
- KING GUESTROOM
- VERTICAL CIRCULATION
- HOTEL BOH
- SERVICE
- RETAIL
- HOTEL

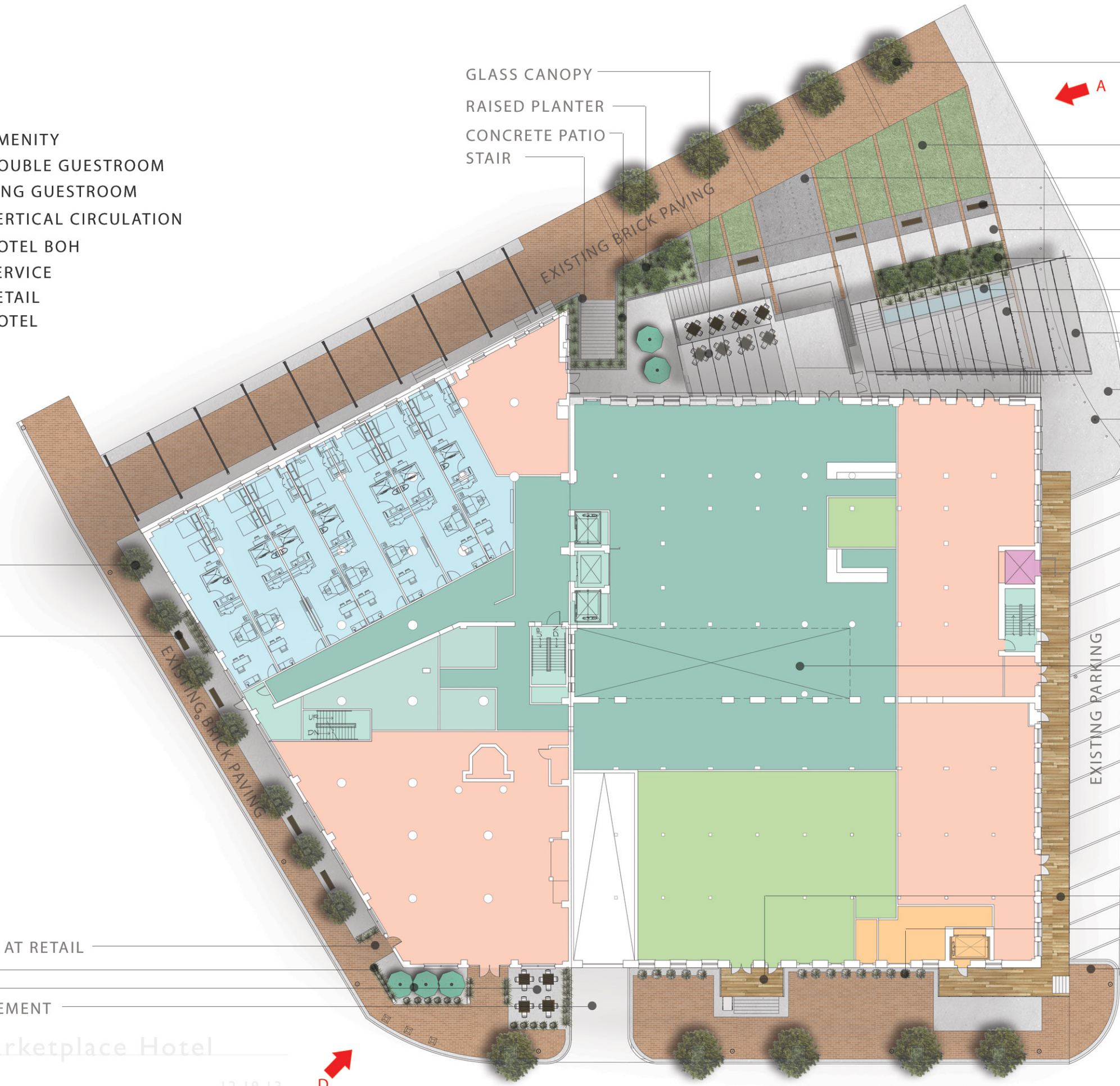
- GLASS CANOPY
- RAISED PLANTER
- CONCRETE PATIO
- STAIR

- NEW PLANTER
- GRASS
- WATER FEATURE
- WOOD BENCH
- CONCRETE
- RAISED PLANTER
- WATER FEATURE
- ACCESSIBLE RAMP
- GLASS CANOPY
- NEW VALET DROP OFF
- LIGHT BOLLARD

- PLANTER
- WOOD BENCH

- EXISTING PARKING
- NEW ATRIUM
- REPLACE EXISTING DECKING
- NEW PLANTERS
- EXISTING BRICK PAVING

- NEW BRICK PAVING AT RETAIL
- PLANTER
- CONCRETE PATIO
- NEW RAMP TO BASEMENT



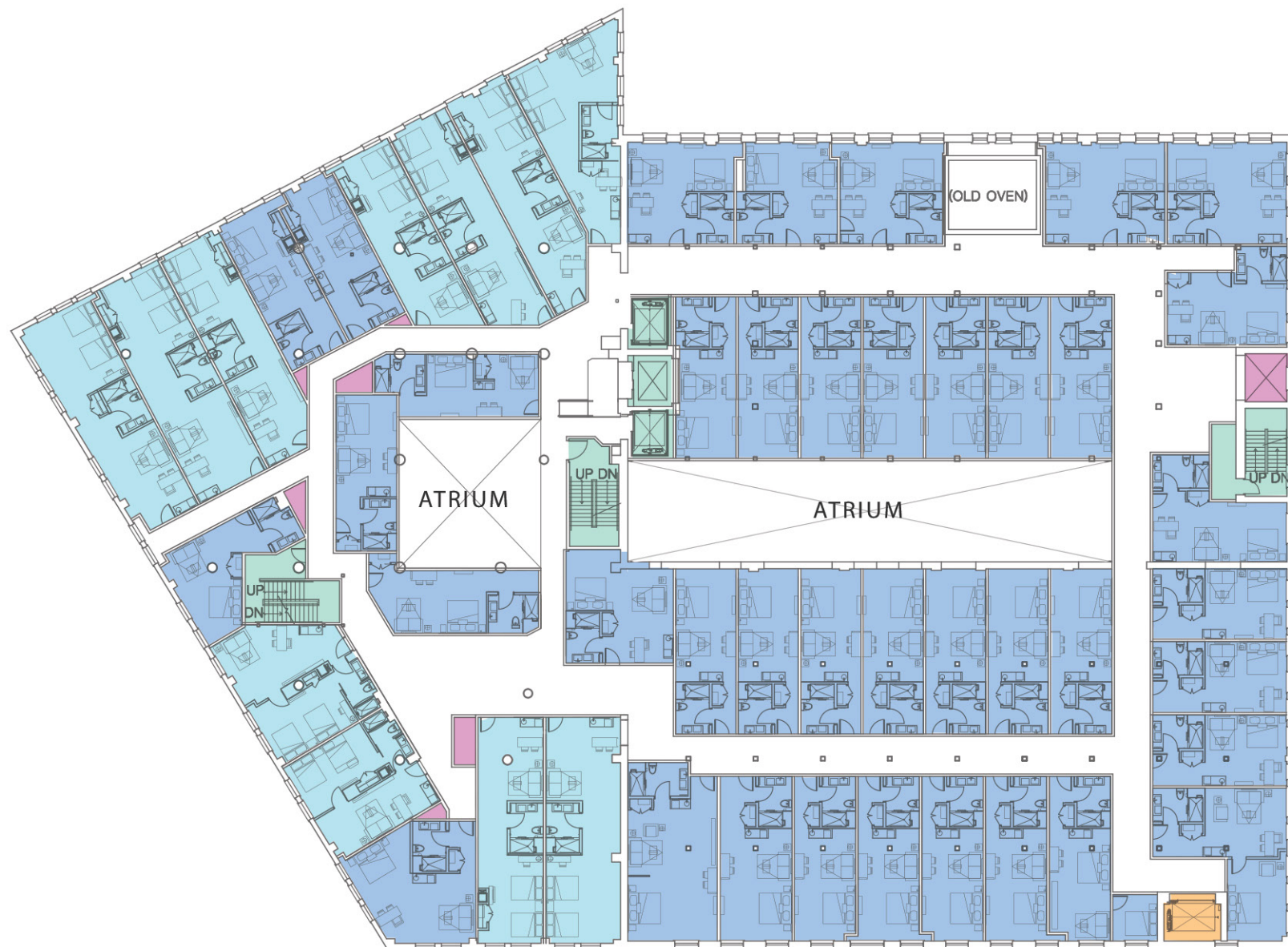
1/32"

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- AMENITY
- DOUBLE GUESTROOM
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- VERTICAL CIRCULATION
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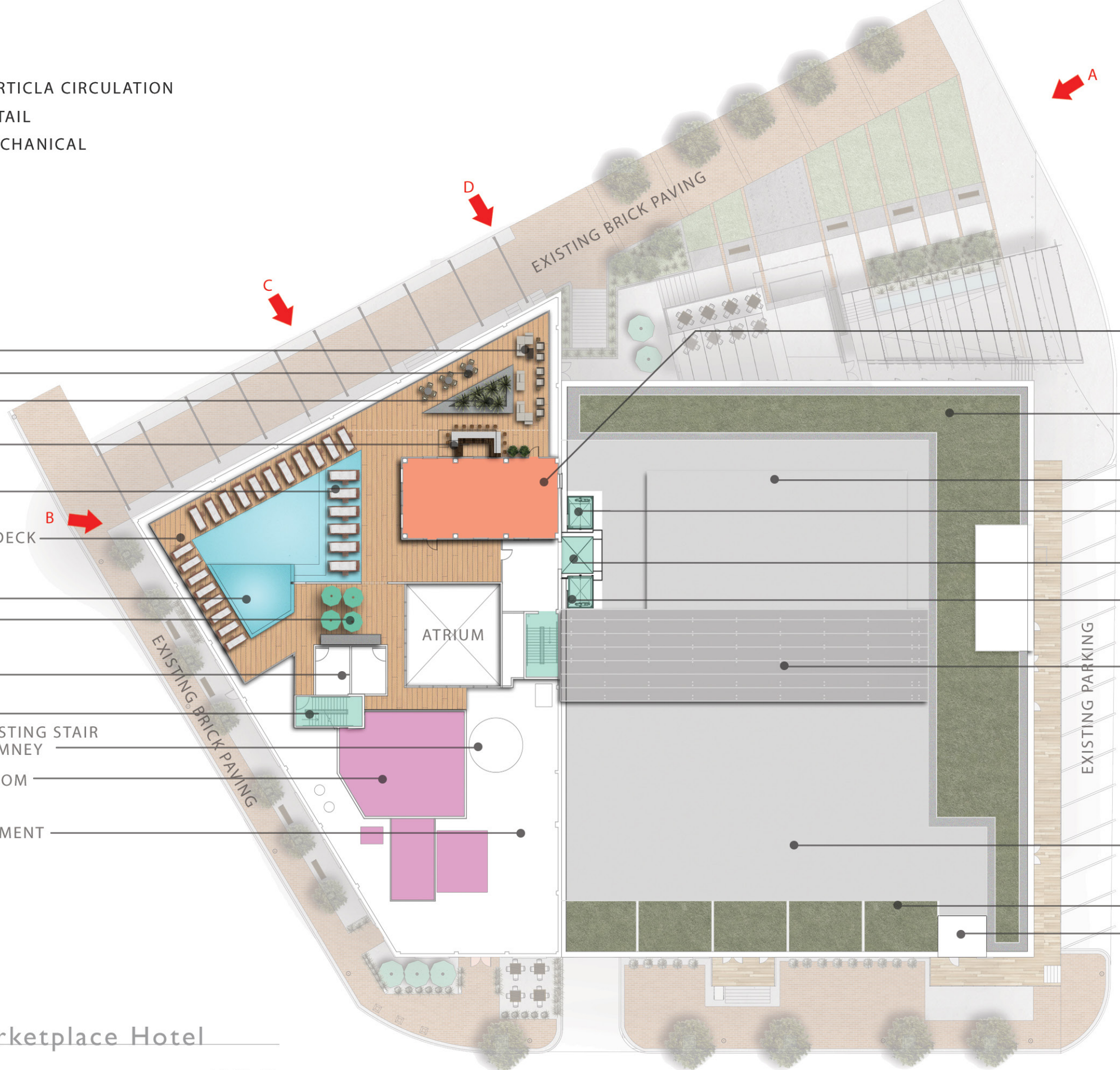
1/32"



- VERTICLA CIRCULATION
- RETAIL
- MECHANICAL

- SOFT SEATING
- TABLES
- RAISED PLANTER
- OUTDOOR BAR
- TANNING DECK
- COMPOSITE WOOD DECK
- RAISED HOT TUB
- COVERED SEATING
- NEW RESTROOMS
- NEW STAIR TOWER TO CONNECT TO EXISTING STAIR
- EXISTING BRICK CHIMNEY
- EXISTING BOILER ROOM
- MECHANICAL EQUIPMENT

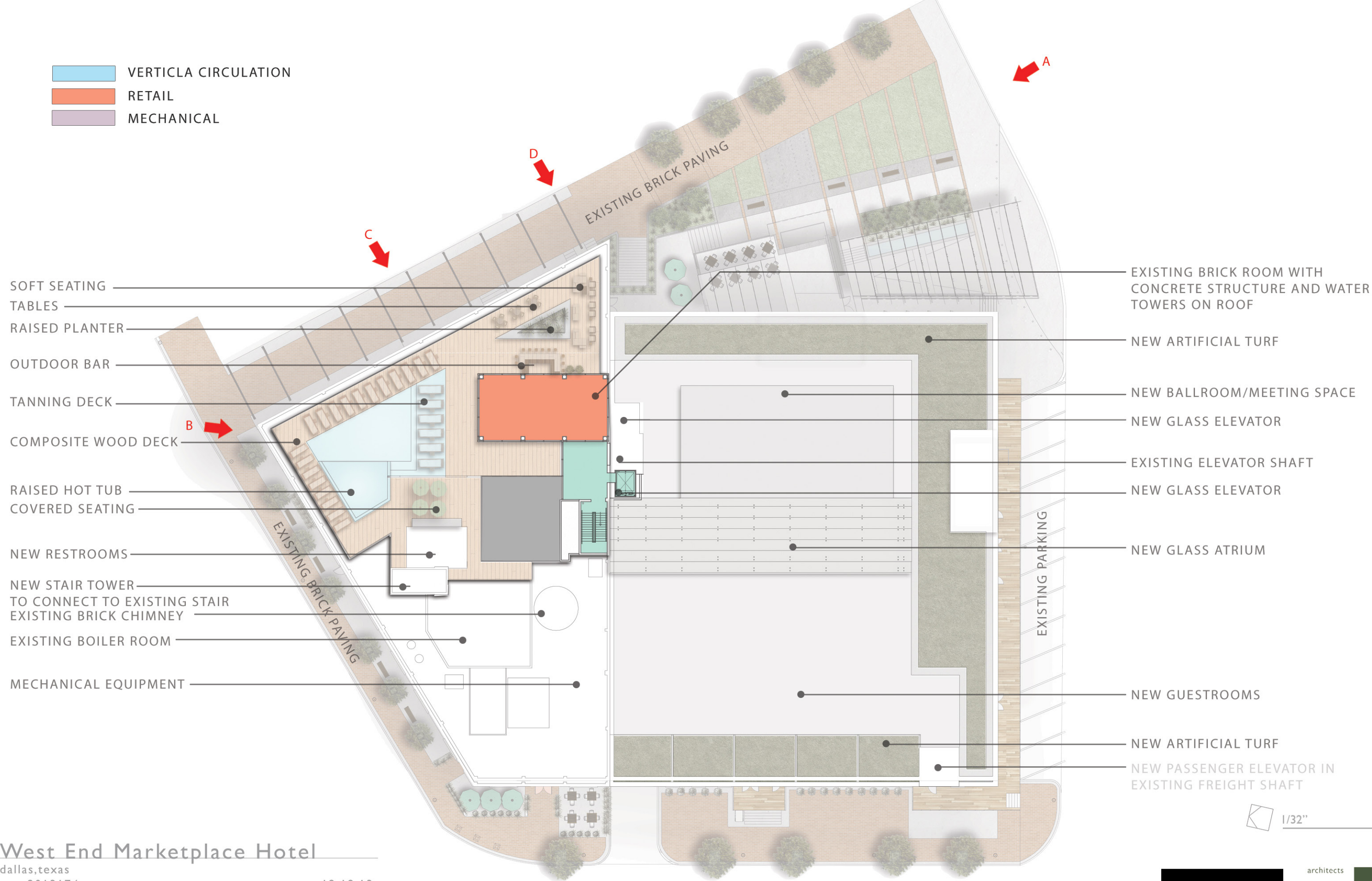
- EXISTING BRICK ROOM WITH CONCRETE STRUCTURE AND WATER TOWERS ON ROOF
- NEW ARTIFICIAL TURF
- NEW BALLROOM/MEETING SPACE
- NEW GLASS ELEVATOR
- EXISTING ELEVATOR SHAFT
- NEW GLASS ELEVATOR
- NEW GLASS ATRIUM
- NEW GUESTROOMS
- NEW ARTIFICIAL TURF
- NEW PASSENGER ELEVATOR IN EXISTING FREIGHT SHAFT



1/32"

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- VERTICLA CIRCULATION
- RETAIL
- MECHANICAL



- SOFT SEATING
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- NEW GLASS ATRIUM
- NEW METAL AND GLASS ADDITION
- EXISTING BRICK
- EXISTING GLAZING
- NEW GLASS HOTEL ENTRY VESTIBULE
- NEW CONCRETE RAMP AND STAIR

- EXISTING WATER TOWERS
- NEW GLASS ENCLOSURE ON EXISTING CONCRETE STRUCTURE
- EXISTING BRICK
- EXISTING GLAZING
- EXISTING BRICK

EAST ELEVATION



- NEW GLASS ELEVATOR
- NEW BRICK STAIR ENCLOSURE
- EXISTING CHIMNEY
- EXISTING BRICK
- EXISTING GLAZING
- NEW METAL AND GLASS ADDITION
- EXISTING BRICK
- EXISTING GLAZING
- EXISTING CANOPY RECLAD IN METAL
- NEW RAISED DECK

- EXISTING WATER TOWERS
- NEW GLAZING ON CONCRETE STRUCTUER
- NEW GLASS ELEVATOR
- EXISTING GLAZING
- EXISTING BRICK
- NEW GLASS HOTEL ENTRY VESTIBULE
- NEW CONCRETE RAMP AND STAIR
- NEW RETAIL

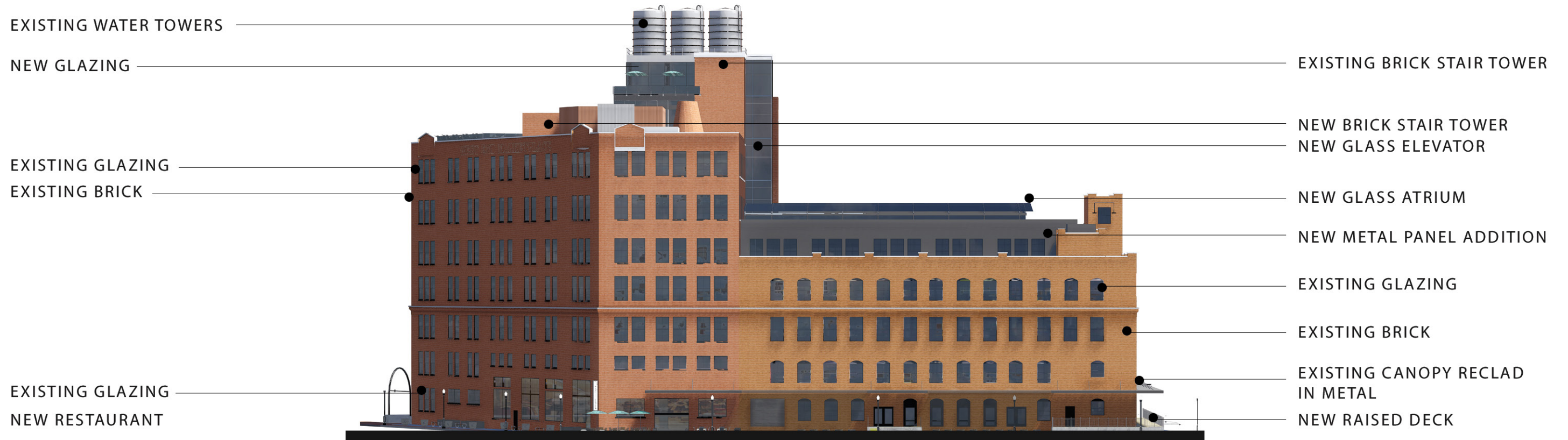
SOUTH ELEVATION

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WEST ELEVATION



SOUTH ELEVATION

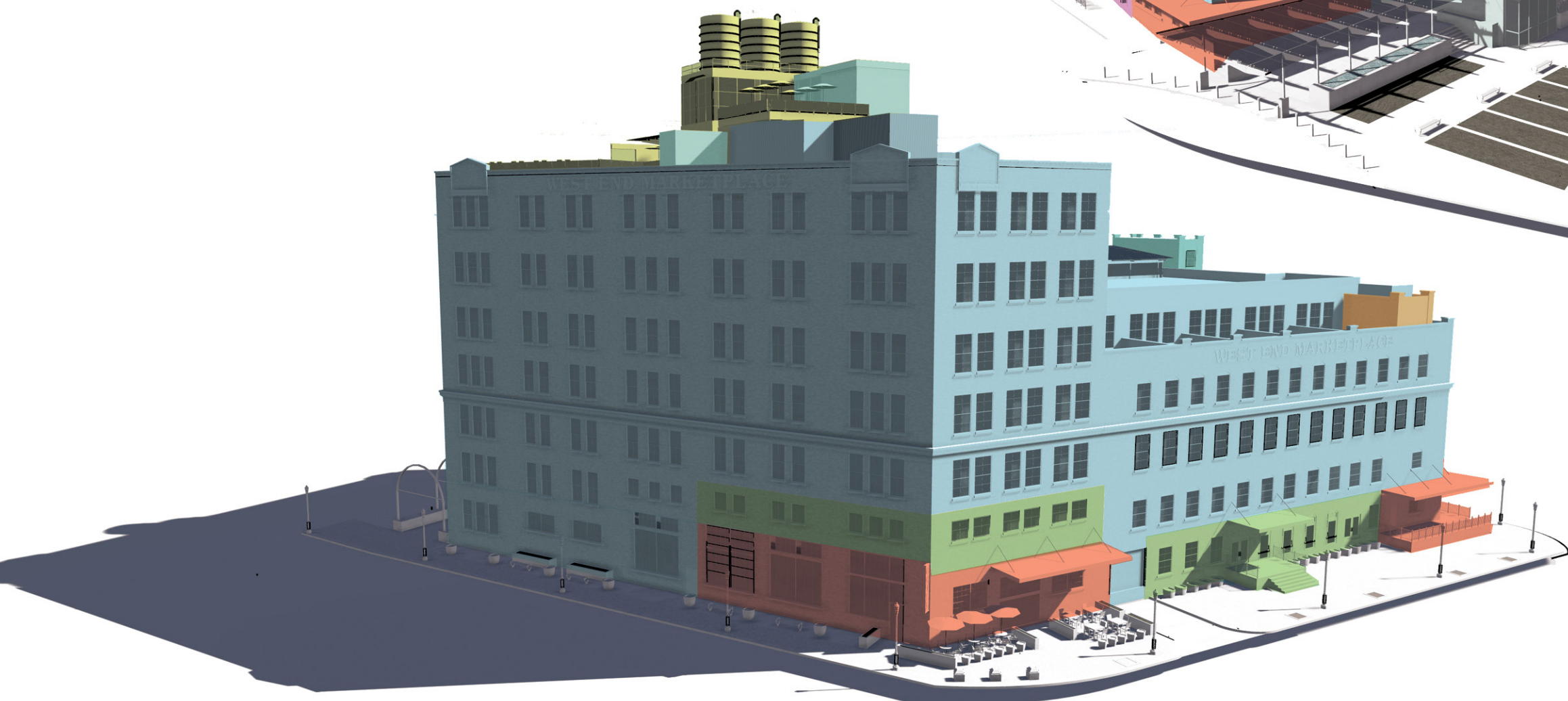
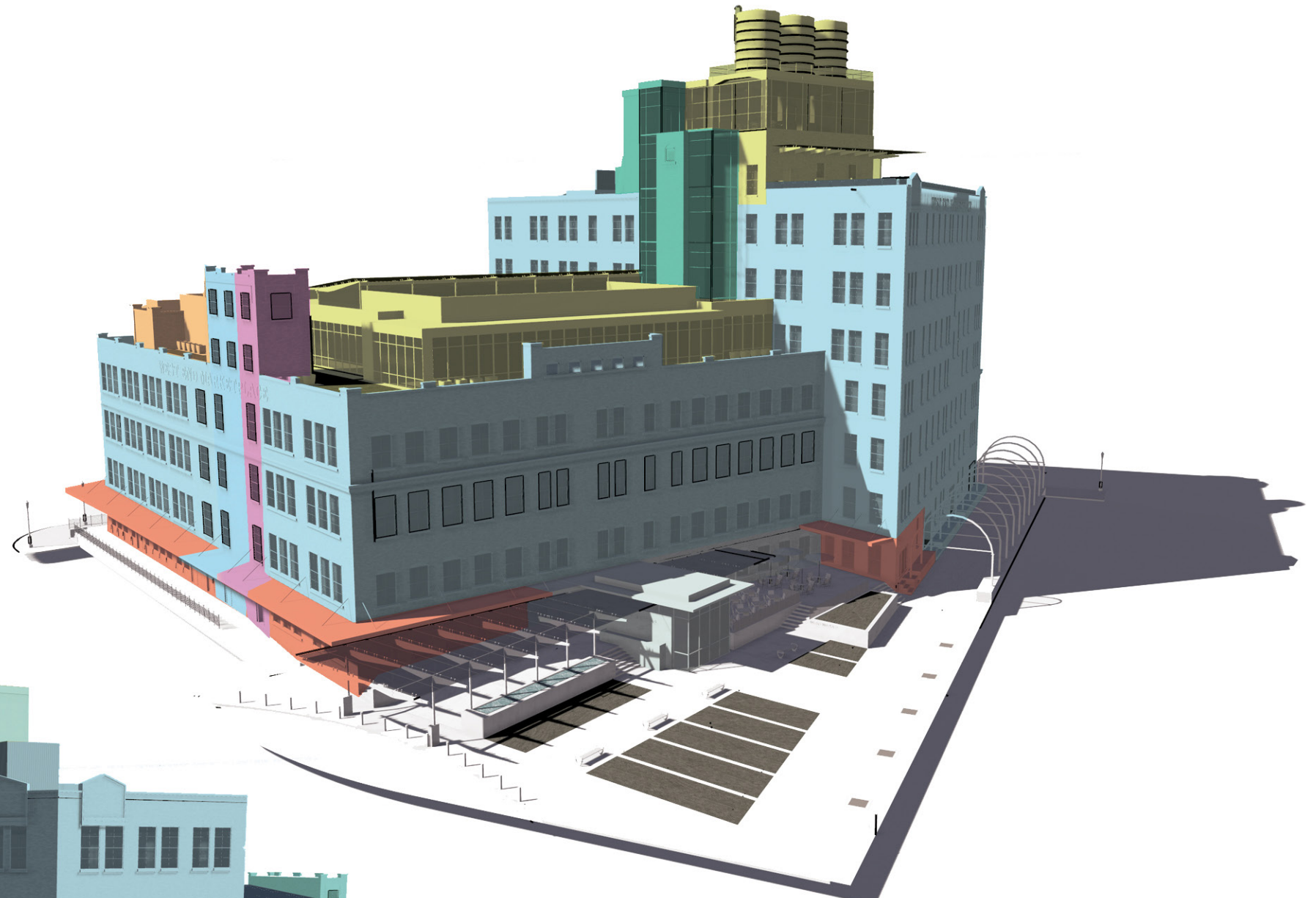
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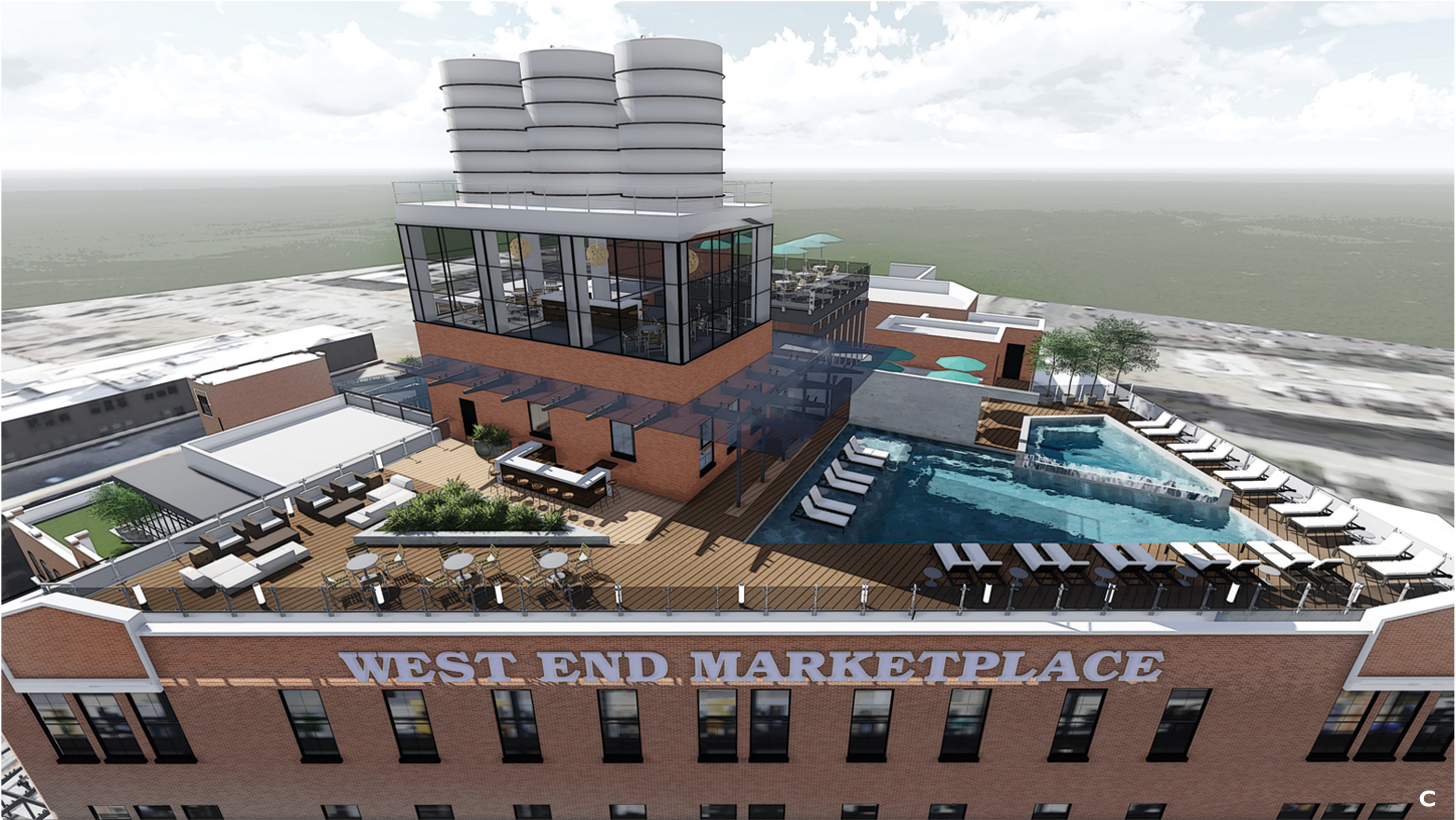




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WEST END MARKETPLACE HOTEL MATRIX

*All square footages are approximations
REVISED 12-17-2013
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EXISTING CONDITION

LEVEL	GROSS AREA 4-STORY SF	GROSS AREA 7-STORY SF	TOTAL
BASEMENT	23,640	15,560	39,200
GROUND	22,505	15,560	38,065
LEVEL 2	22,249	15,560	37,809
LEVEL 3	22,071	15,560	37,631
LEVEL 4	22,071	15,560	37,631
LEVEL 5		15,560	15,560
LEVEL 6		15,560	15,560
LEVEL 7		15,560	15,560
SUB-TOTAL	112,536	124,480	
TOTAL			237,016

NEW CONSTRUCTION

LEVEL	GROSS AREA 4-STORY SF	GROSS AREA 7-STORY SF	TOTAL GROSS AREA SF	UNIT SF	RETAIL RSF	PARKING COUNT	KING ROOM 4-STORY	DOUBLE ROOM 4-STORY	KING ROOM 7-STORY	DOUBLE ROOM 7-STORY
BASEMENT	22,180	15,560	37,740			53				
GROUND	22,471	15,560	38,031	5,553	12,420			7		
LEVEL 2	21,545	15,560	37,105	23,110			33			9
LEVEL 3	21,545	14,648	36,193	27,966			32		8	11
LEVEL 4	21,545	14,648	36,193	27,966			32		8	11
LEVEL 5	15,477	14,648	30,125	17,477			12		8	11
LEVEL 6		14,648	14,648	11,609					8	11
LEVEL 7		14,648	14,648	11,609					8	11
ROOF TERRACE		2,202	2,202							
ROOF UPPER LVL.		2,202	2,202							
SUB-TOTAL	124,763	124,324		125,290	12,420	53	109	7	40	64
TOTAL			249,087							220

