

Applicable Urban Design Priorities Project Should Achieve

- [1] Introduce a consistent row of street trees along Elm Street and Pacific Avenue wherever possible -

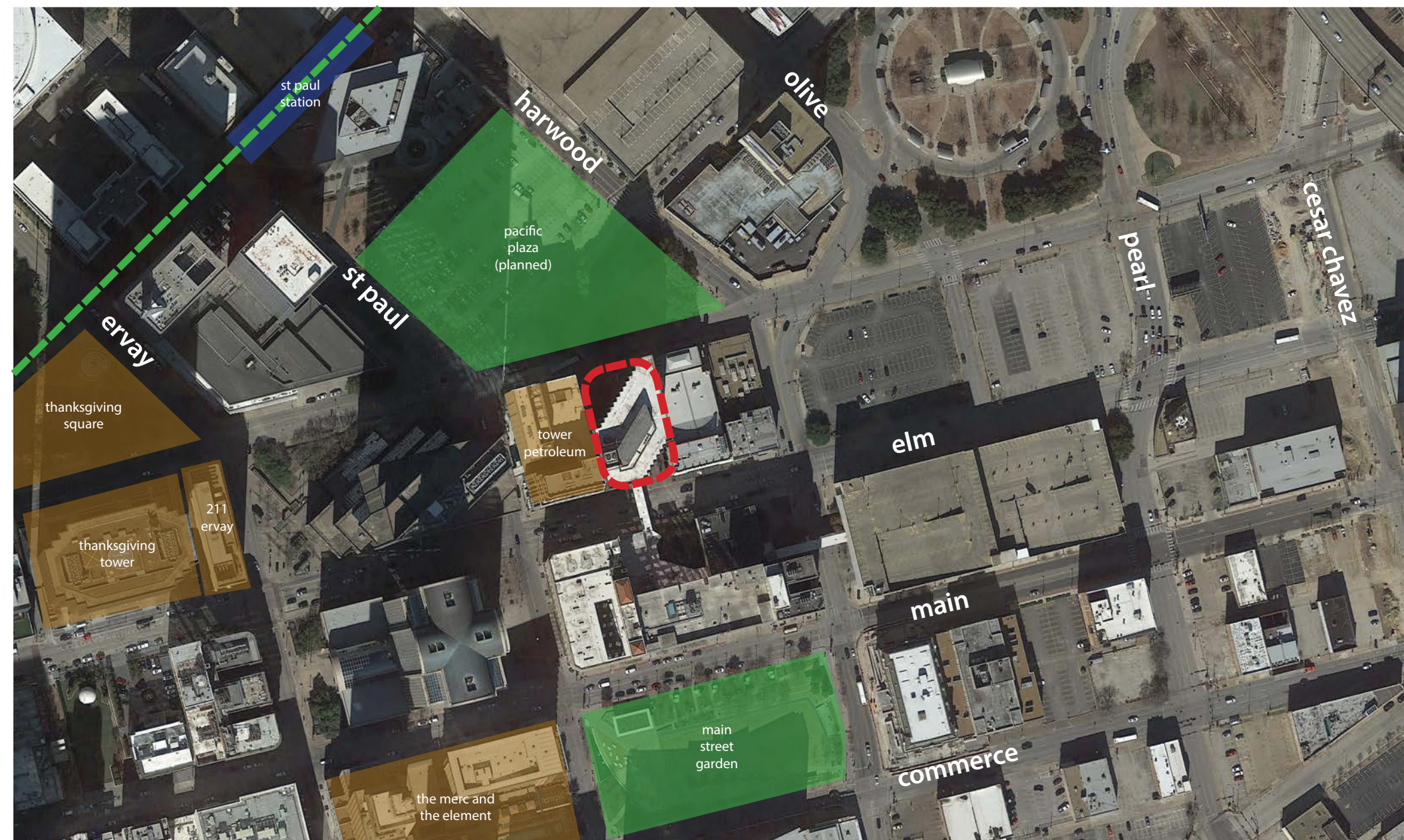
The Elm Street and Pacific Avenue frontage should incorporate a evenly spaced row of street trees consistent with the adjacent street frontage.

- [2] Consider designing streetscape to be consistent and complementary to adjacent properties -

The residential and hotel development to the west has already proposed streetscape and paver condition required by historic tax credits. The Majestic Theater to the east also has a distinct streetscape and paver design. 1910 Pacific should strive to design a streetscape that continues many of the elements occurring in each onto their frontages.

- [3] Consider eliminating or redesigning planter boxes located on Pacific-side plaza to allow for better porosity and a wider entry to the upper plaza from the sidewalk -

The planter boxes located within the stairwell along the Pacific Avenue frontage create a bottleneck condition that isolates and privatizes the plaza from the sidewalk. By redesigning the stairs leading to the plaza, the plaza can function as an extension of the sidewalk and the activity occurring there.



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 1910 Pacific is proposed as two separate retail storefronts on the first level of a high-rise office building located along Pacific Avenue and Elm Street between St Paul and Harwood. The site is bounded by the Tower Petroleum and Corrigan Building to the west (a proposed residential + hotel TIF project) and the Majestic Theater to the east. The planned Pacific Plaza park will be located across Pacific Avenue from the site.

Primary considerations for the project include streetscape design appropriate to the surrounding streetscape schemes, as well as the potential to add street trees along both street frontages. Additionally, removal of landscape planters at the plaza entryway on Pacific should be considered to open the plaza to the street.

1910 Pacific 1st Floor Activation

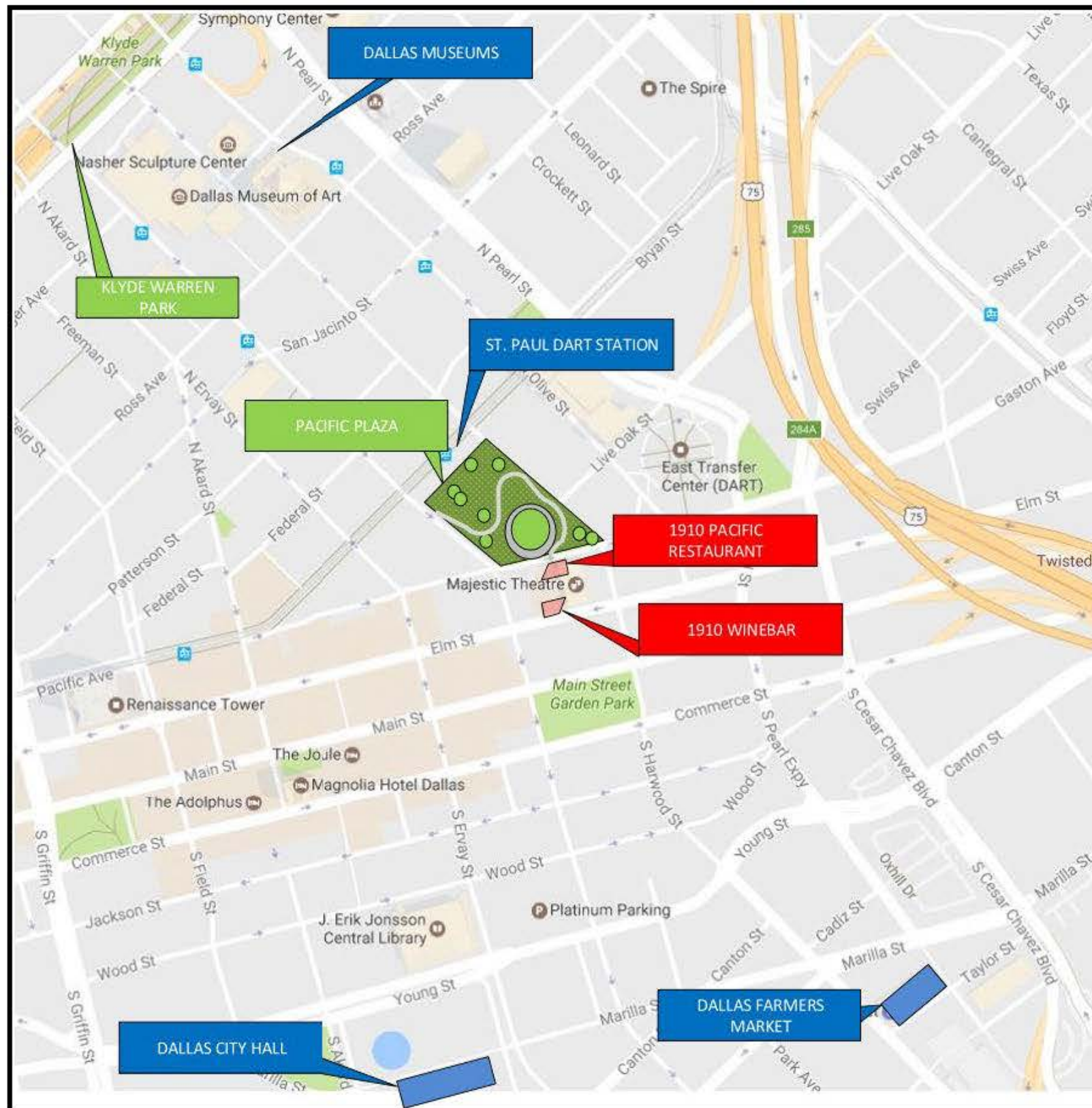
Neighborhood:
Thanksgiving/Commerce Center

TIF District
Downtown Connection

Program:
Commercial

CONTEXT PLAN

- 1910 Pacific Avenue is centrally located in the heart of downtown Dallas among a variety of city amenities and entertainment venues. The 1910 First Floor Activation project proposes the addition of a **restaurant** and **wine bar** on the first floor of the building.
- The **restaurant** faces the future Pacific Plaza Park and will include an extensive patio featuring a video art wall creating visual appeal to pedestrians on Pacific Ave. as it compliments the park.
- The **wine Bar** is conveniently located next to the iconic Majestic Theater on Elm Street and also offers great patio space along with proposed visual lighting installation.





LEGEND

- 1. 1910 Pacific Ave.
- 2. 1910 Restaurant Patio
- 3. 1910 Wine Bar Patio
- 4. City of Dallas Pacific Park
- 5. Pedestrian Bridge with proposed illuminated art
- 6. Majestic Theater
- 7. Illuminated art wall
- 8. 1910 Restaurant
- 9. 1910 Wine Bar
- 10. New paver sidewalk in coordination with adjacent property



View of the 1910 restaurant looking east on Pacific Avenue



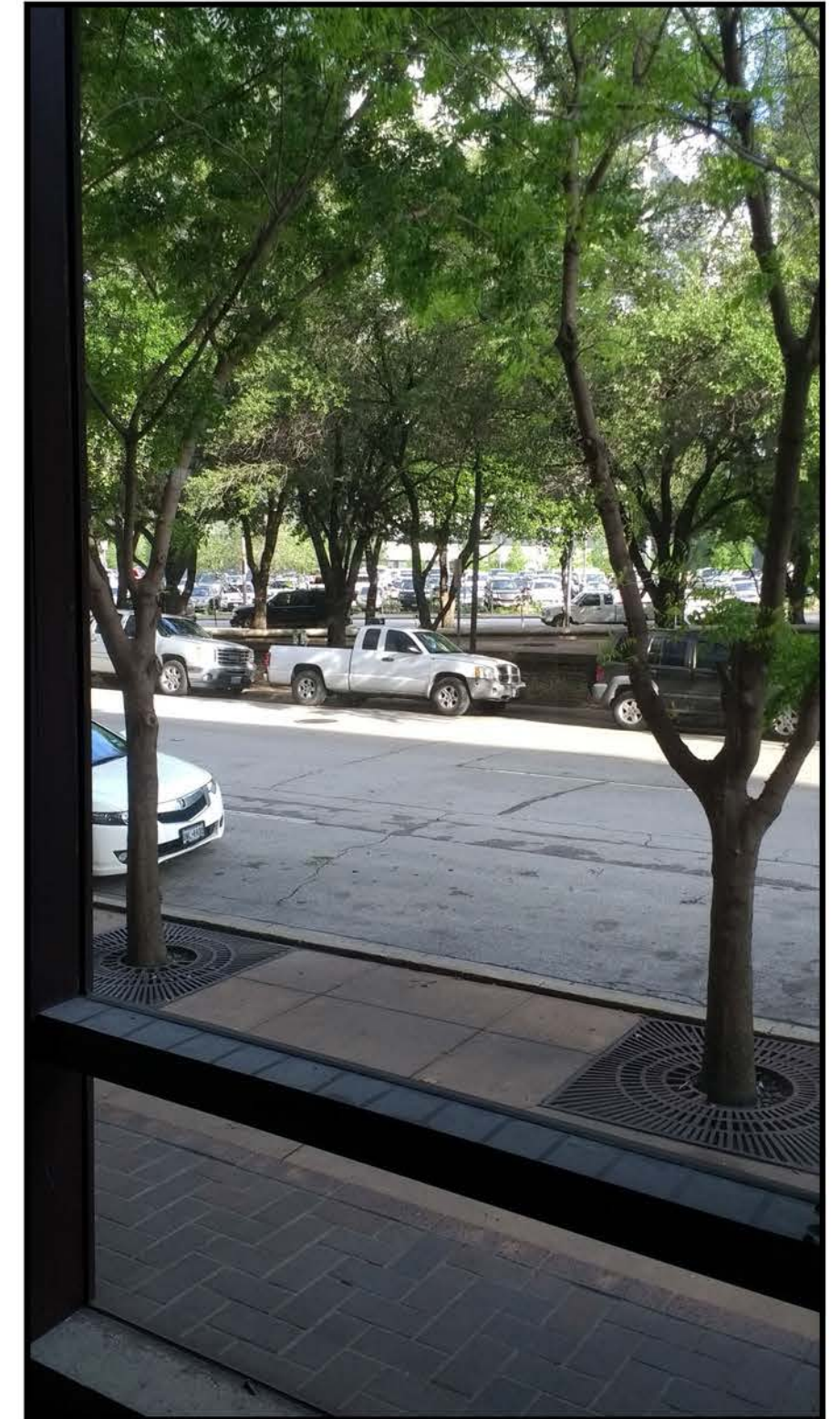
View of the 1910 restaurant patio from the future Pacific Plaza Park



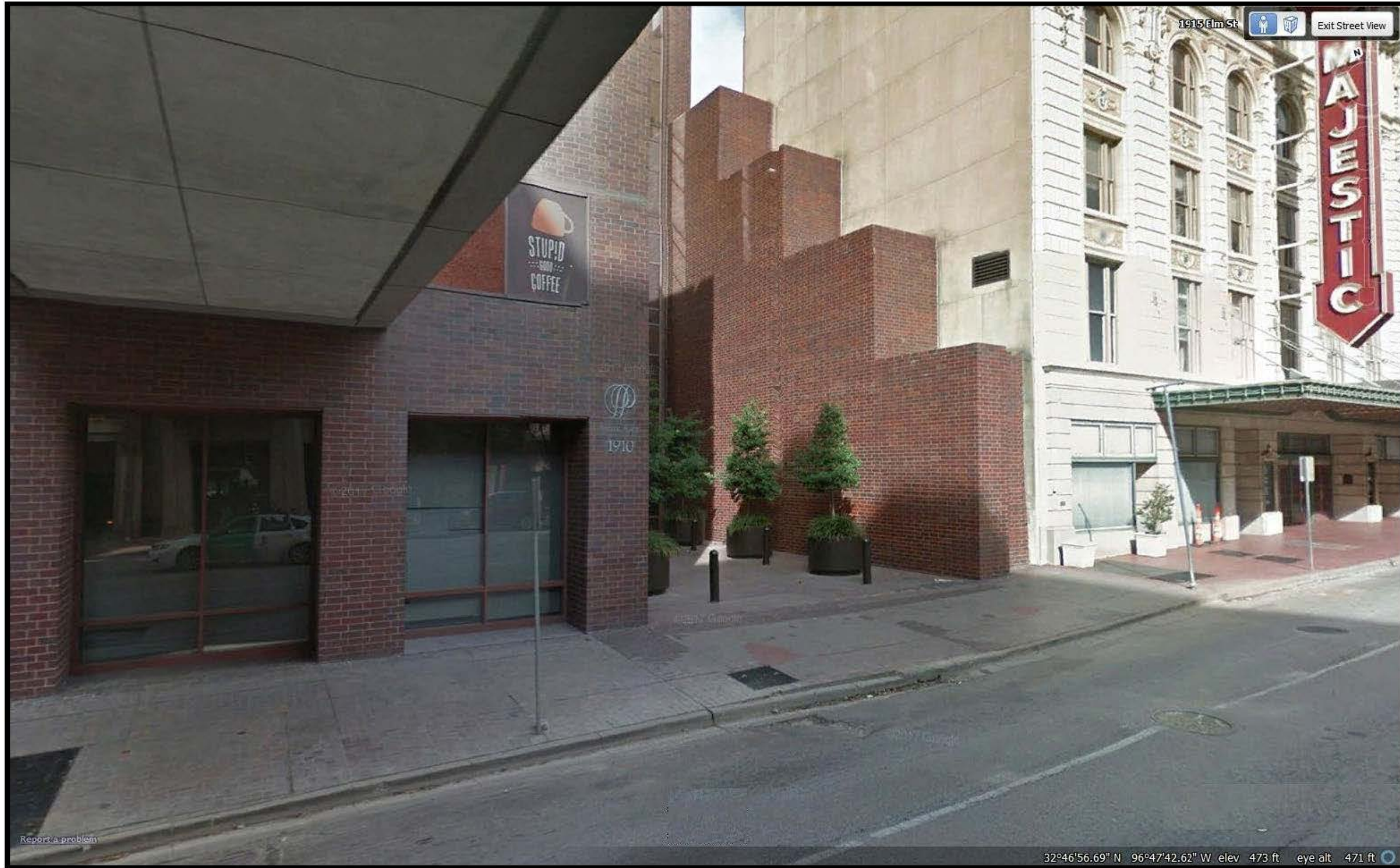
Existing view from Pacific Avenue looking at proposed 1910 Restaurant.



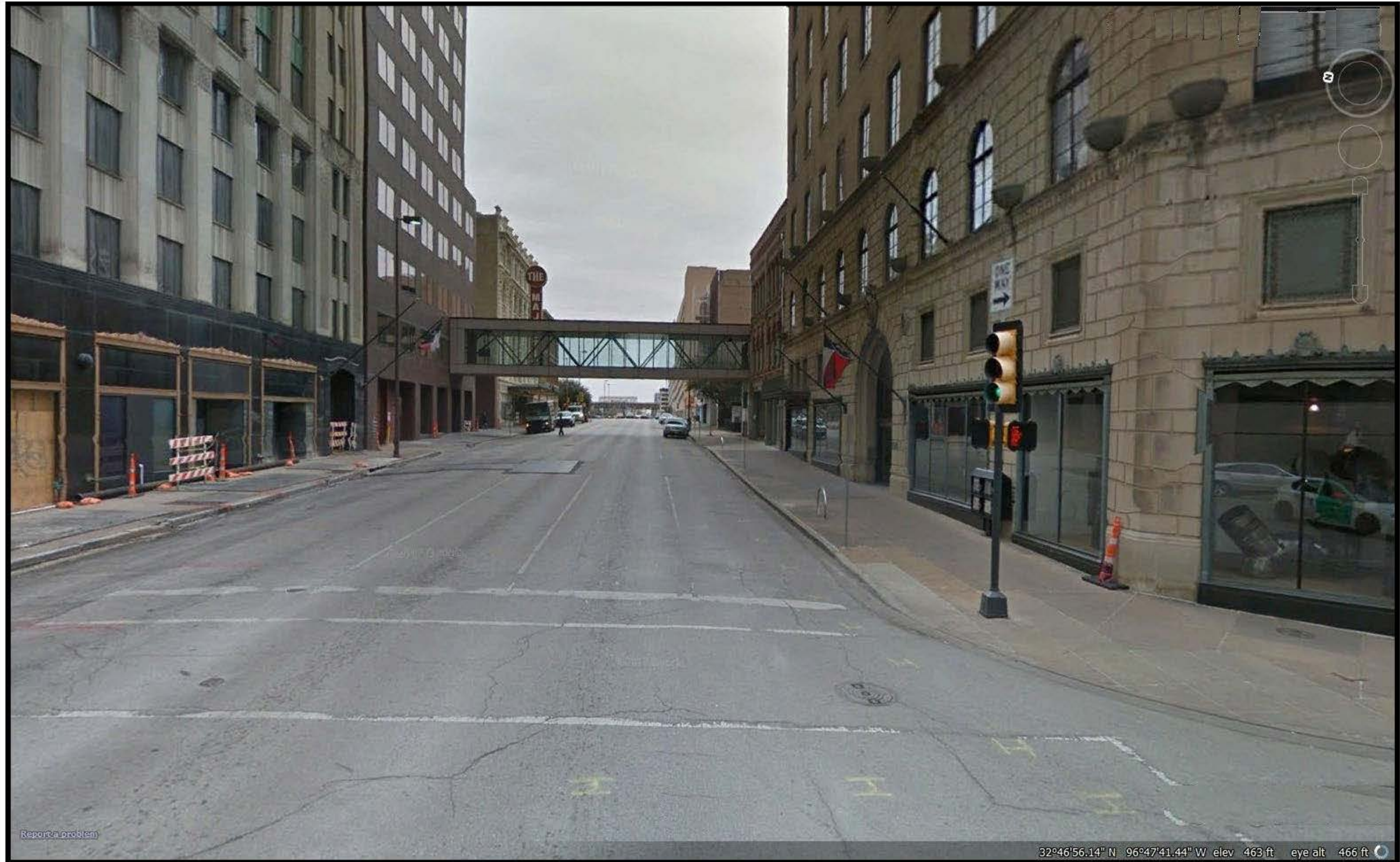
Existing view of the future Pacific Plaza Park from the patio at 1910 Pacific



View of Pacific Plaza Park from inside proposed 1910 Restaurant

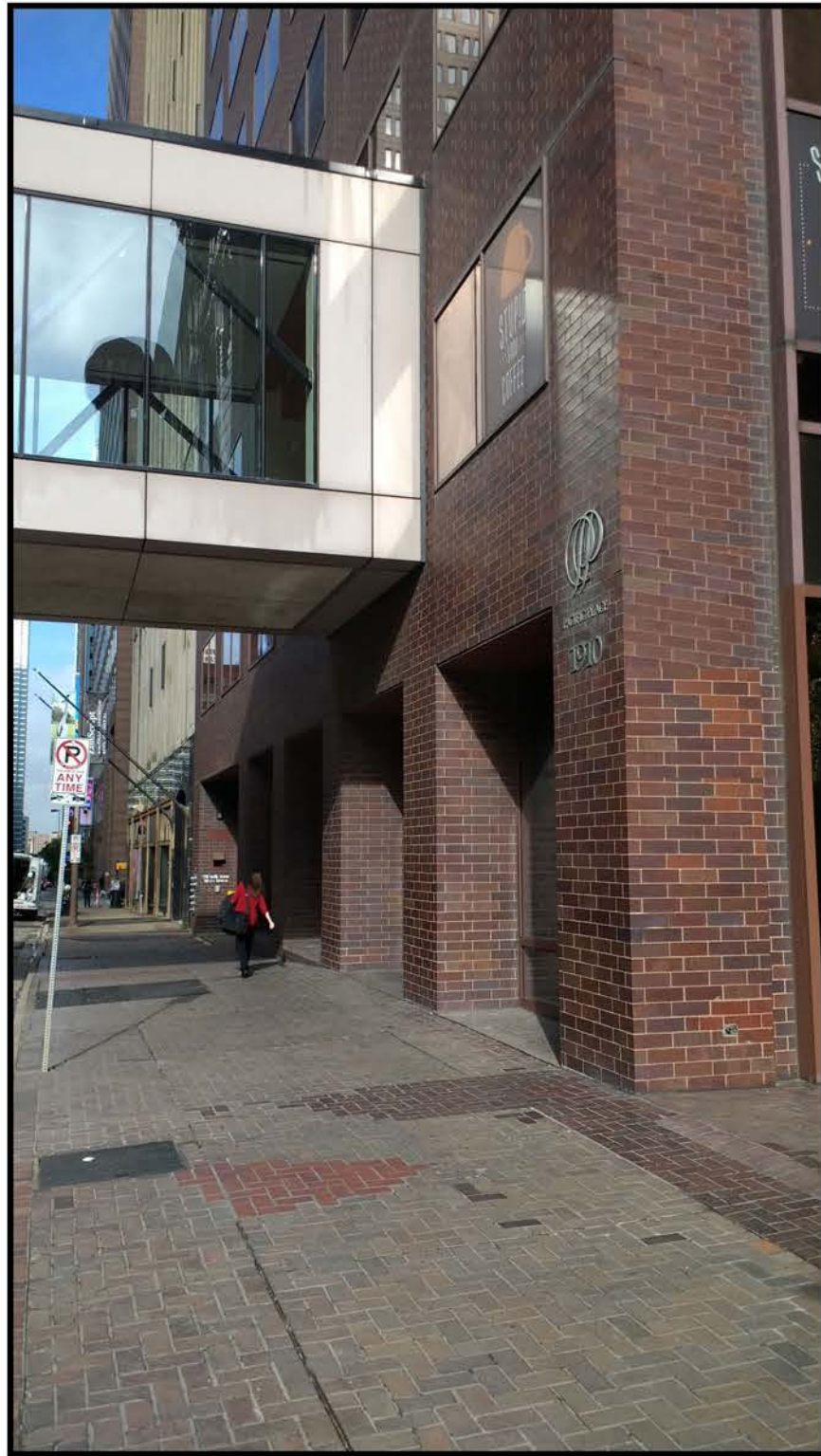


Existing view of the proposed location for the wine bar. (Proposal to tie into adjacent property with new sidewalks and add exterior lighting including under pedestrian bridge to compliment the historic Majestic Theater)



Existing view of Elm St. and pedestrian bridge looking east.

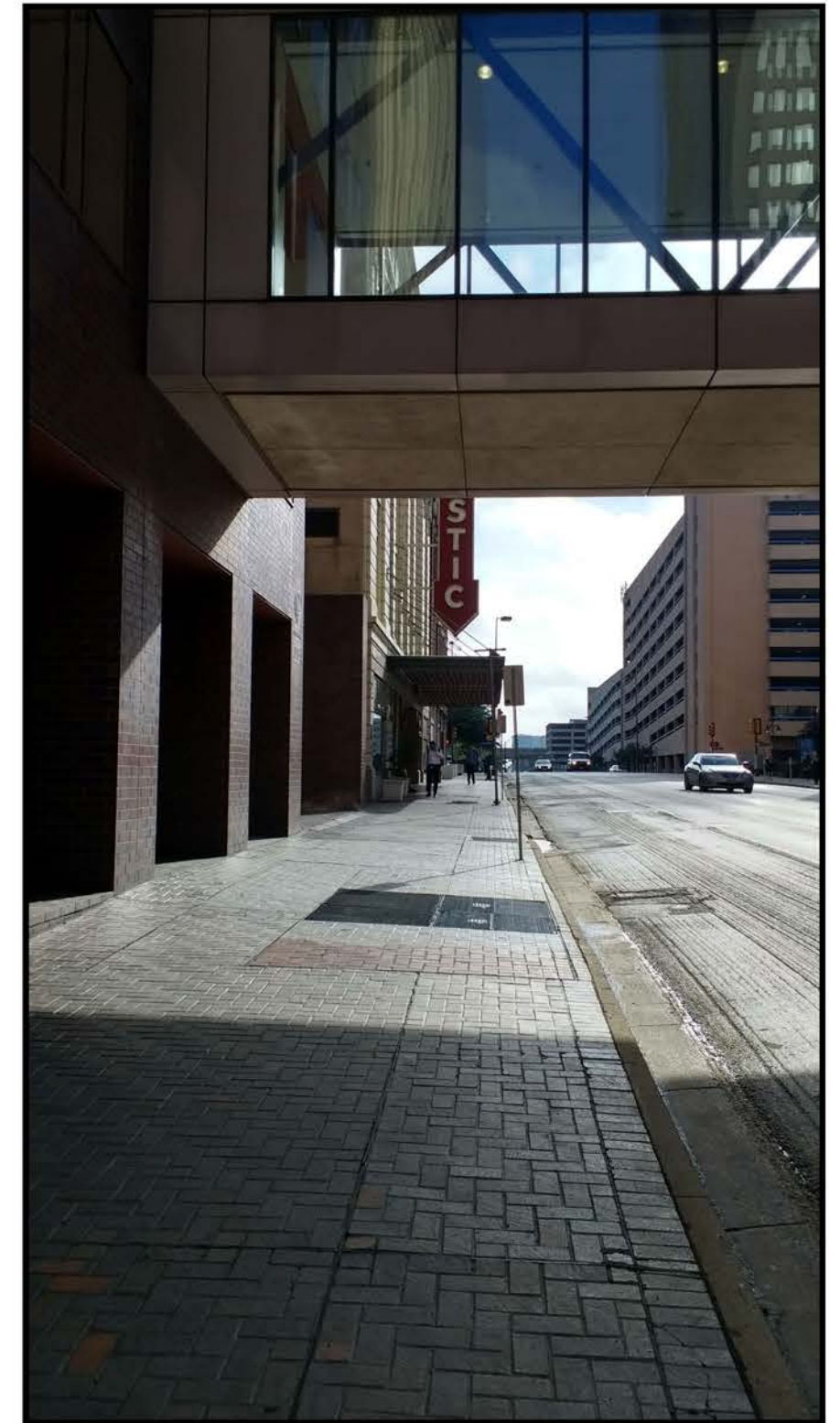
(Proposal to include lighting feature under the pedestrian bridge and on the front elevation of the 1910 Wine Bar)



Existing sidewalk view on Elm St.
(Proposal to have new sidewalk &
Wine Bar next to the Majestic Theater)



Existing street level courtyard on Elm
Street. (Proposal to become the patio
for the wine bar)

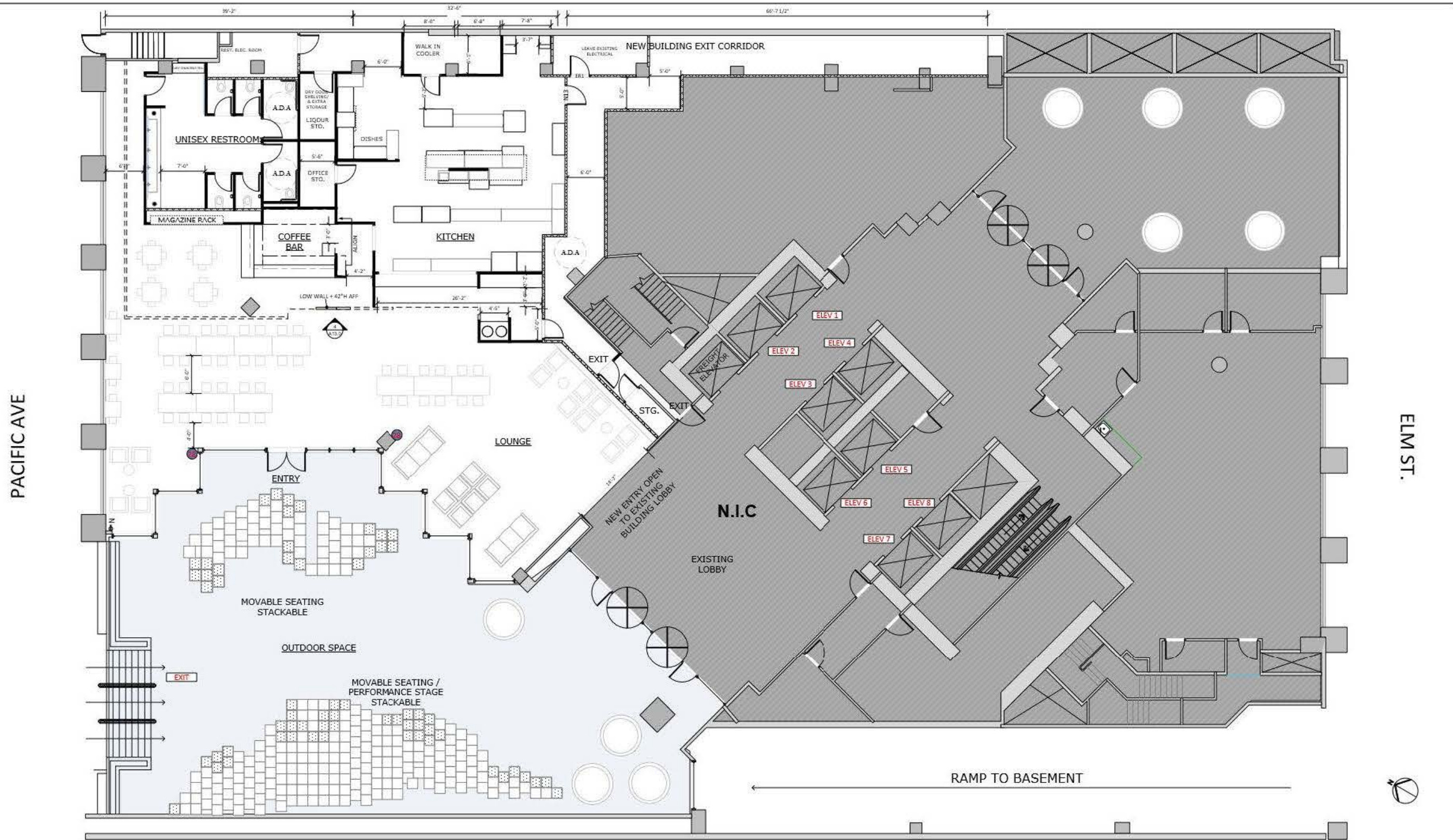


Existing view of pedestrian bridge on
Elm Street. (Proposal to install light
feature under the bridge)

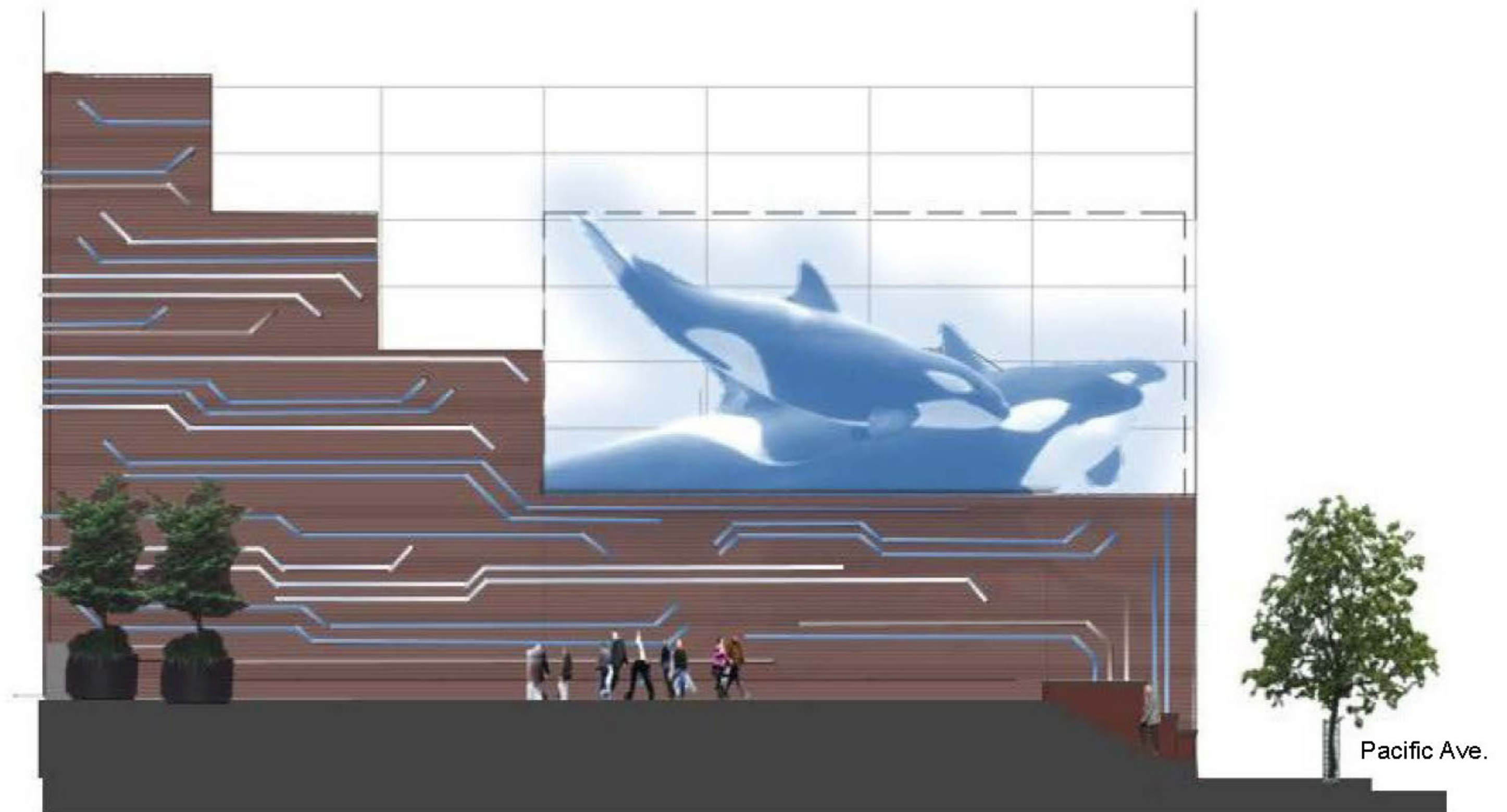




Rendering—view towards proposed 1910 Restaurant, Patio and light installation wall showing the proposed video projection.



Proposed floor plan for the 1910 Restaurant along Pacific Ave. to have views of future Pacific Plaza Park.



Section through 1910 Restaurant Patio—view of light and video projection wall.



RESTAURANT FURNITURE TO BE A MIXTURE OF LOUNGE SEATING AND CASUAL DINING ATMOSPHERE.



OUTDOOR MODULAR FURNITURE FOR OUTDOOR COURTYARDS

CAESARSTONE COUNTER TOPS



RECLAIMED WOOD PLANKING/
PREFINISHED WHITE



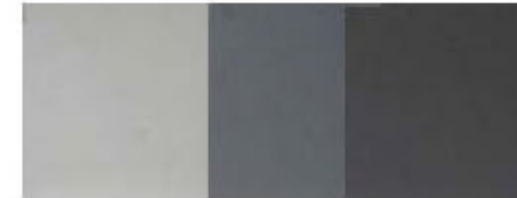
BATHROOM/ DALETILE/ 4X6 SUBWAY TILE



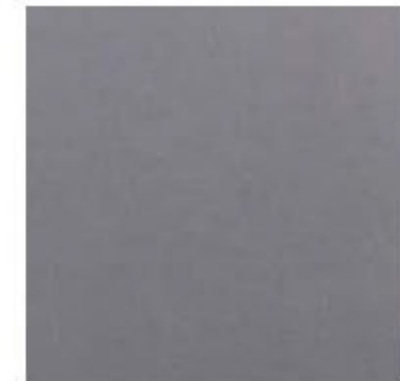
ACOUTICAL CLOUD/ TRI-KES/
PERFORMANCE/ NUFELT/
PTNF-01 CAREFREE



ACCENT WALL COVERING/
TRI-KES / WALLCOVERING/
EXCLUSIVE / LUMINOUS



SHERWIN WILLIAM/ PAINT COLORS

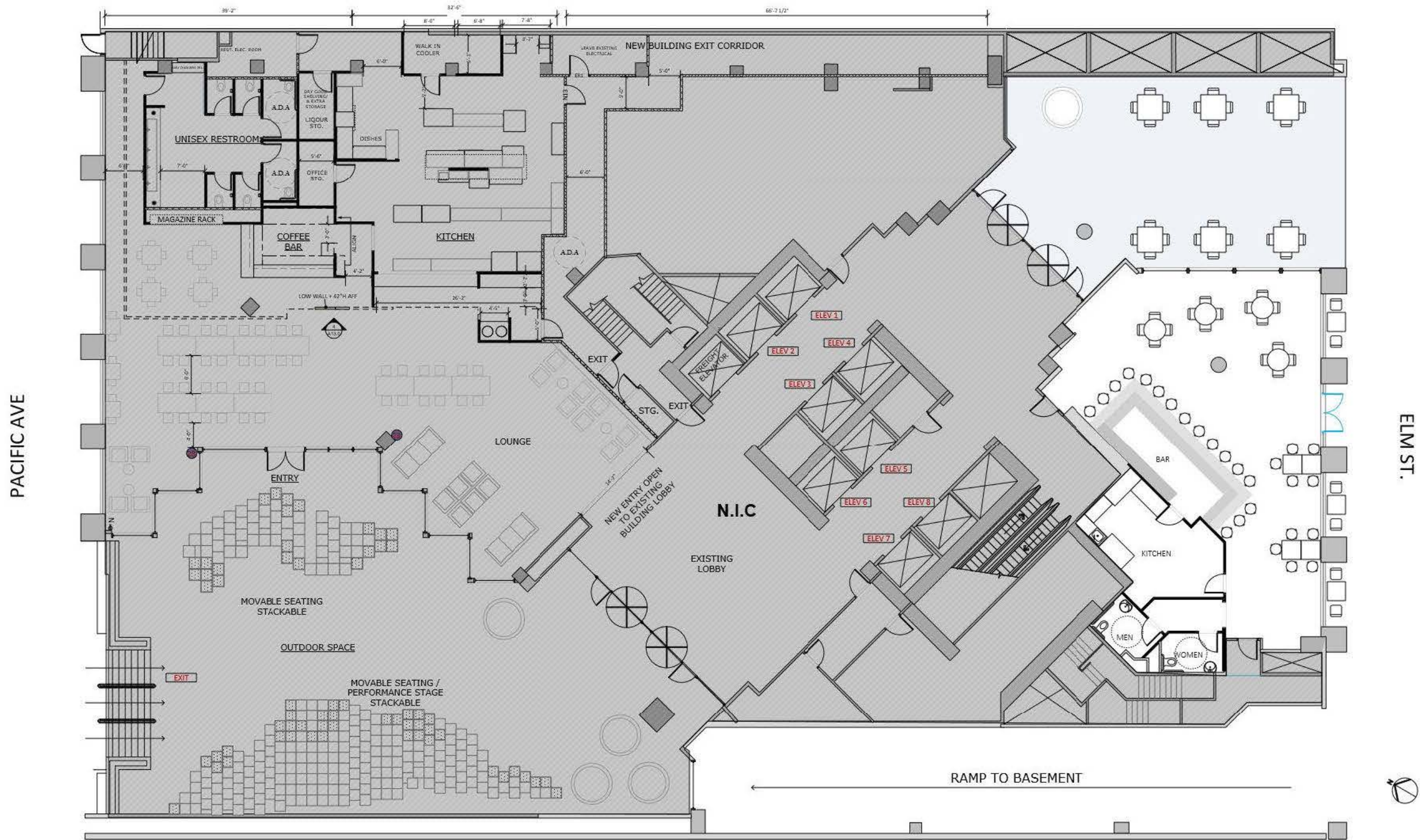


RESTROOM FLOORING/
THORNTREE/ TIME 2.0 CARBON/
NATURAL

Interior rendering and finish palette for the 1910 restaurant



Rendering of Elm Street view of the 1910 Wine Bar and Patio featuring the lighting installation under the pedestrian bridge



Proposed floor plan for the 1910 Wine Bar with inviting patio to attract guests from the Majestic Theater



Interior rendering and finish palette for the 1910 Wine Bar

1910 1ST FLOOR ACTIVATION PROJECT DESCRIPTION

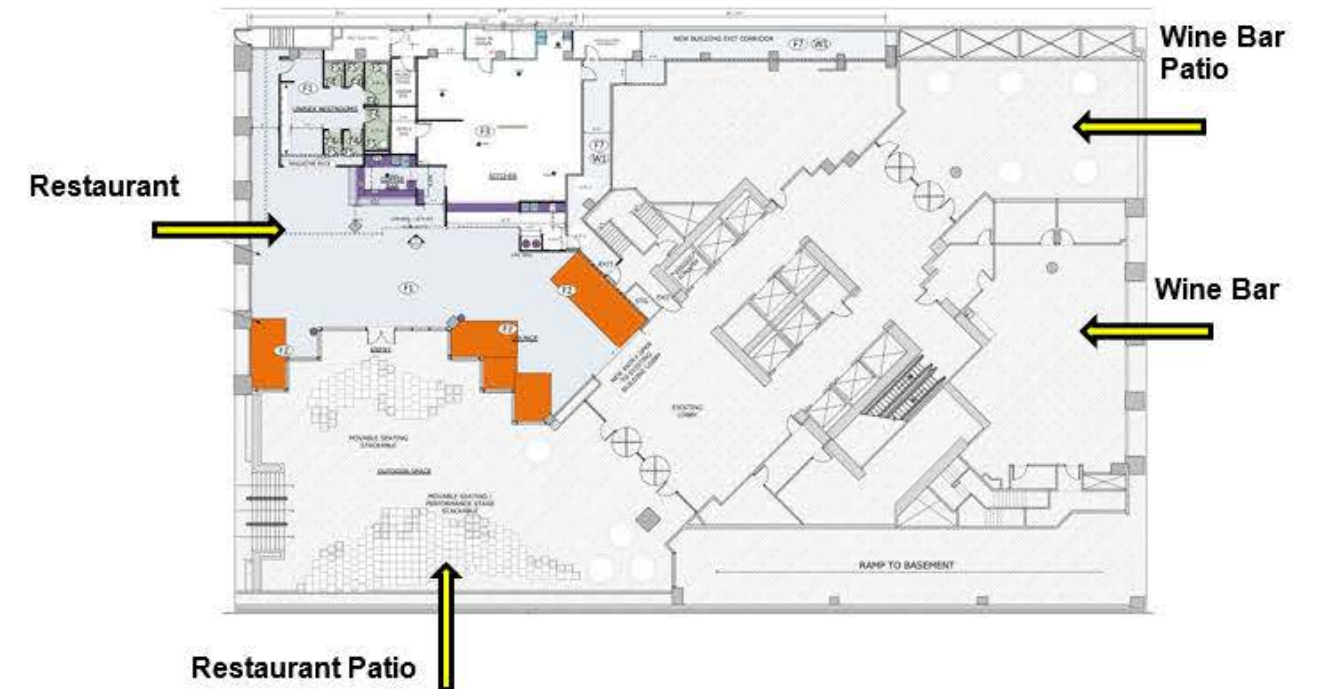


**1910 Pacific Avenue
Ground Floor Activation
Project
Restaurant, Patio & Wine
Bar
May 19, 2017**

The proposed project exemplifies the description of ground floor activation in downtown Dallas. This project will be completed in two phases. Phase I will be a contemporary restaurant located on the first floor of 1910 Pacific Avenue. The proposed development plan includes a 4,659 square foot restaurant with surrounding views of the new Pacific Plaza Park and includes a 4,211 square foot patio with specialty lighting. This \$1.3 million dollar project includes the use of innovative proprietary technology new to the Dallas dining landscape creating one touch connections for guests. Creative interior design blends with park views through sprawling walls of windows along Pacific Avenue. Phase II will be a 2,266 square foot Wine Bar transforming traditional Dallas style into a hot spot for the next generation.

The Private investment for both projects will be approximately \$1.3 million. The requested TIF incentives, up to \$650,000 are based on the costs of:

- ◆ Demolition of existing space
- ◆ Design & engineering
- ◆ Mechanical, Electrical and Plumbing upgrades and improvements
- ◆ Installation of a new subgrade grease trap
- ◆ Upgraded interior with architectural design features
- ◆ Specialty Lighting throughout
- ◆ ADA Accessibility Improvements
- ◆ Permanent Tenant Finish Items



The 1910 Pacific 1st Floor Activation Project plans to apply for funds from the following Grants:

- White Box Grant/Tenant Finish Out Grant
- Outdoor Dining/Patio Grant
- Façade/Storefront Renovation Grant

The 1st floor of Pacific Plaza has been vacant for more than 10 years. The plan to transform this un-leasable space into a contemporary restaurant and dynamic patio will create a desirable location for local workers and residents throughout the day and at night. Due to its location, overlooking the new Pacific Park, this retail space will blend into the larger vision for this historical part of Downtown Dallas. It will also serve other developments including hotels, residential buildings and especially the Majestic Theater next door.

Improvements that will be made during this Phase I of our Activation project include:

- ✓ Upgraded electrical & plumbing systems including a new grease trap
- ✓ All new HVAC system
- ✓ New dry walls with featured design elements including reclaimed wood clad walls in strategic locations
- ✓ Multiple lighting upgrades throughout
- ✓ ADA accessibility improvements
- ✓ New venting system

These are the items we will submit for the White Box Grant/Tenant Finish Out Grant.

Utilizing lighting and projectors, the plans for the patio will go a long way to animate the area between the restaurant and the street. Designers envision not only choreographed light shows but also the possibility so project movies on the adjacent wall. Modular furnishings and landscaping will allow the space to accommodate open seating or private reservations with staging. Phase I of the 1910 Pacific 1st Floor Activation Project will transform vacant space into a patio and restaurant that helps this block come alive.

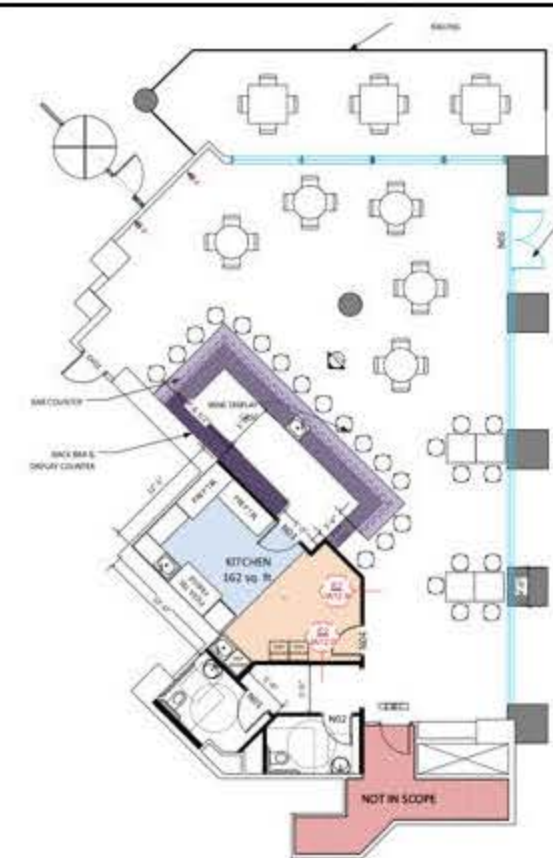


We will submit this part of the project under the Outdoor Dining/Patio Grant.

Coordinating with the unique, contemporary restaurant interior, designers plan to install extensive new lighting to highlight the patio and renovated exterior. Plans include a wood clad ceiling over the entry to the restaurant that ties to wood clad walls inside, covering the white space above the entry doors in the photo below:



We will submit this portion of the project under the Façade/Storefront Renovation Grant.



Phase II of the 1910 1st Floor Activation Project will enliven the south side of Pacific Plaza. With contemporary design complimenting the restaurant, this new downtown favorite will bring attention to Elm Street. This phase of the project adds improvement to a second downtown street and will give fresh life to this regenerated part of downtown. Plans include outdoor seating in the nearby open space. This new 1st floor Wine Bar is sure to become a local favorite and complement our neighbor, the Majestic Theater.

