

# EXHIBITE

## Applicable Urban Design Priorities Project Should Achieve

- [1] **Develop a vision for the future of West End's pedestrian environment that serves a multitude of social, recreational, and ecological needs.** Integrate green infrastructure elements into the pedestrian environment to enhance ecological sustainability and mitigate environmental impacts. This may include incorporation of street trees, rain gardens, bioswales, permeable pavement, and green roofs to manage stormwater runoff, improve air quality, and provide habitat for wild life.  
Create safe, inviting, and vibrant pedestrian spaces that encourage usage, social interaction, and recreation. Incorporate opportunities for public art, seating, community gathering and play spaces.  
Promote active transportation as a viable alternative to driving.
- [2] **Design, building placement, access, and transparency should be leveraged to establish a vibrant and livable community near the DART rail lines that responds to its unique location and mix of neighboring uses.**  
Development should include a mix of dense, thoughtfully articulated housing models that engage the street and locate community spaces and flexible mixed uses for maximum benefit. Consideration should also be given to retail opportunities that could benefit new and existing nearby residents and transit users.
- [3] **Consider how the proposed phasing can maximize the success of the development and neighborhood over time.** Ensure project can remain responsive to evolving needs, capitalize on opportunities, provide infrastructure and public amenities that support the needs of residents, businesses, and visitors as the project evolves.
- [4] **Focus on human scale design as a fundamental element of creating great places that support walkability and transit.**

Design sidewalks, walkways, open space, and programed space at a scale and with enough detail that makes them usable and interesting. Provide human-scale details viewable at ground level on building frontages, street furniture, and landscaping.

## Previously Reviewed UDPRP Projects

1. Elm Street Garage, 2013
2. Purs Building, 2013
3. West End Marketplace Hotel, 2014
4. FactorySix03, 2016
5. Corgan Building Expansion, 2017
6. Field Street District, 2024

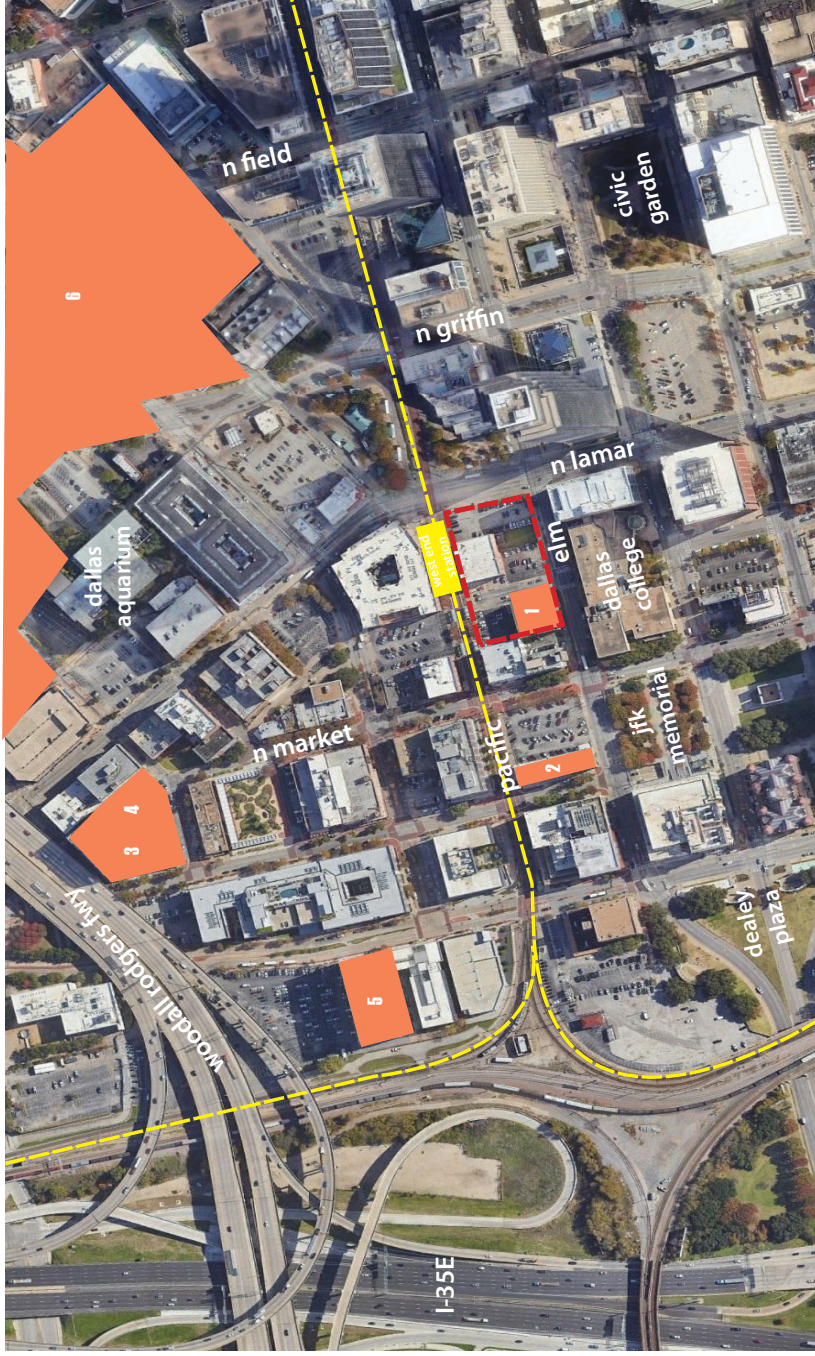
## Policy References

Forward Dallas:  
Section 5 [urban design element]

TIF Urban Design Guidelines  
Part II & III, Part IV [City Center]

The 360 Plan  
Chapters IV & V

Urban Transit Design Guidelines



## Context Description

West End Square Lofts is a proposed mixed use development located on the 700 and 800 block of Elm Street adjacent to the West End DART rail station. The project components are a historic building, a historic garage, and a new apartment building totaling approximately 288,000 gross square ft. A total of 20,000 square feet of retail and 205,000 square feet of apartment construction is planned. The site will include an approximately half acre pedestrian plaza between the residential and parking components. Within the existing historic building and the new construction component, 154 units of housing are planned with a portion including affordable workforce housing.

The goal of this new development is to provide affordable housing, revitalize the area around the West End DART station, and provide a new retail destination around the pedestrian plaza. West End Lofts will remove almost an acre of existing surface parking in the downtown grid and replaces it with open space and new housing.

## West End Square Lofts

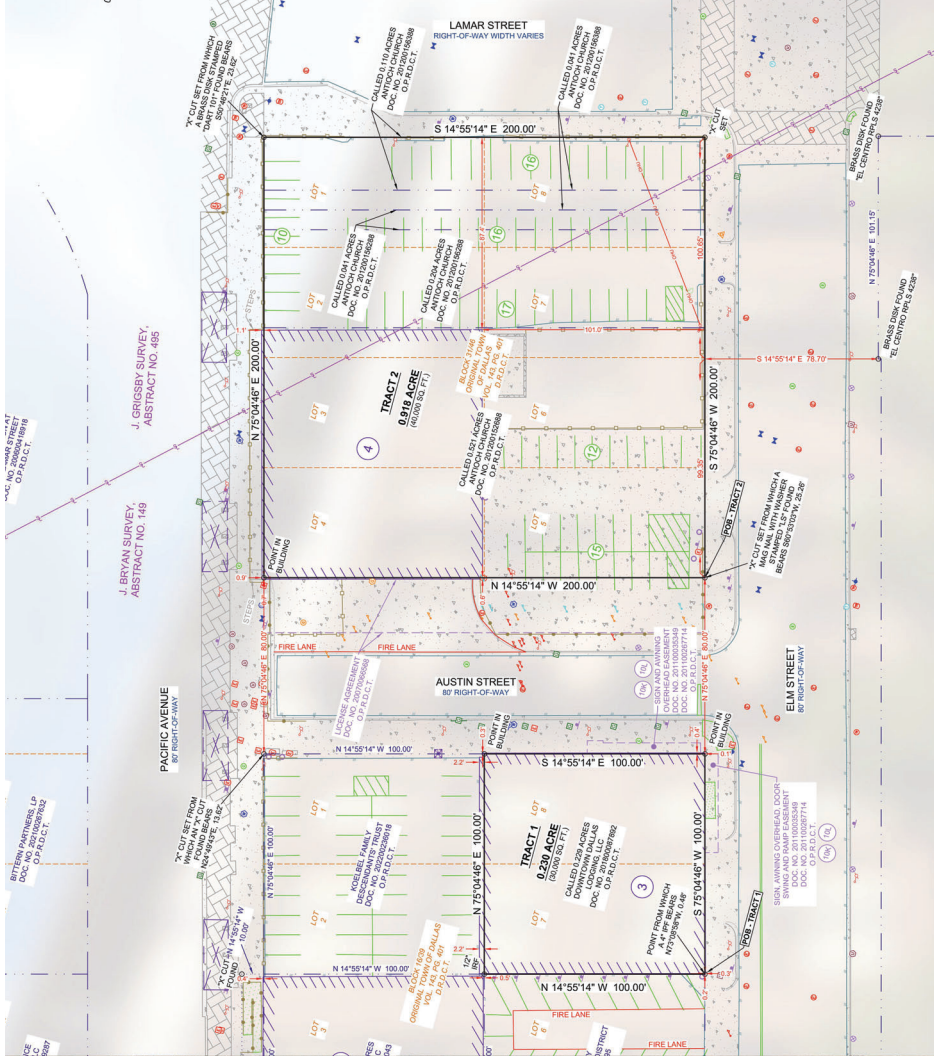
Neighborhood:

West End (City Center TIF District)

Program:

Mixed-Use / Office / Residential  
Open Space  
Preservation / Renovation

# EXHIBIT E



**Site Location + Survey**  
**EMERSON-BRANTINGHAM LOFTS**  
 DALLAS, TEXAS

23151.00  
 0' 20' 40'  
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# EXHIBIT E



23151.00

0' 10' 20'

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## Location

**EMERSON-BRANTINGHAM LOFTS**  
DALLAS, TEXAS

14 June 2024

**bennett partners**  
ARCHITECTURE  
PLANNING



EXHIBIT E



14 JUNE 2024

ARCHITECTURE  
INTERIOR DESIGN  
PLANNING

bennett  
partners

Architectural Site Plan  
EMERSON-BRANTINGHAM LOFTS  
DALLAS, TEXAS

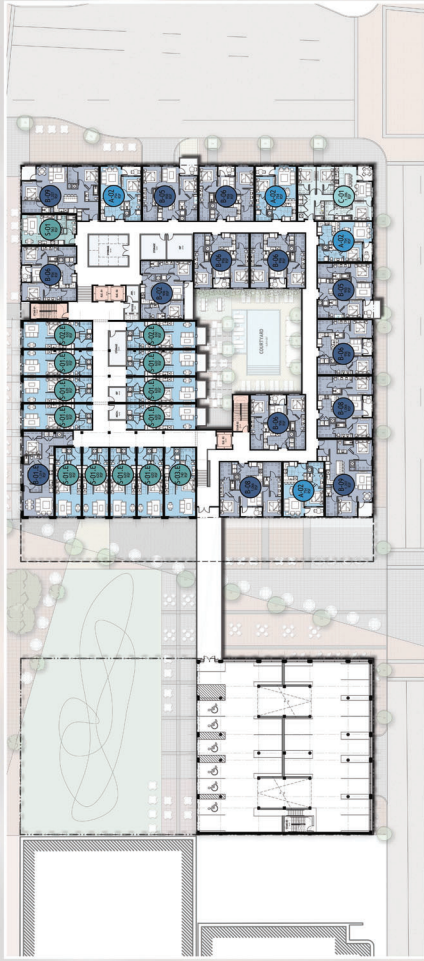
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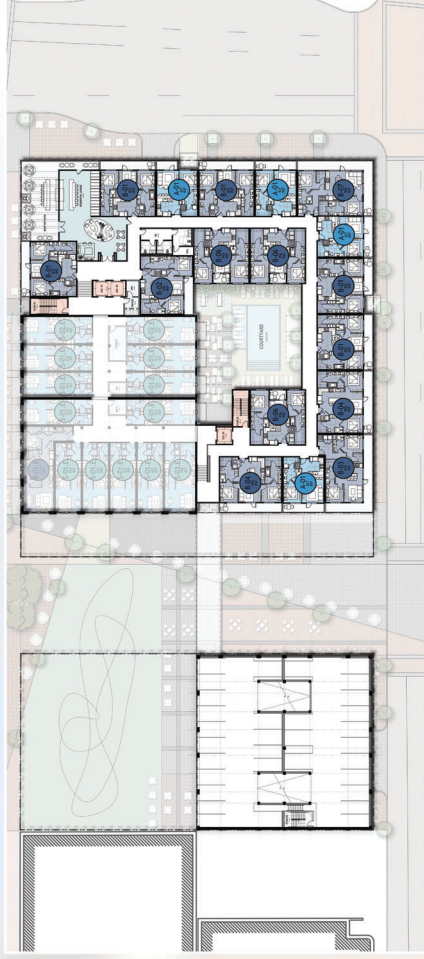
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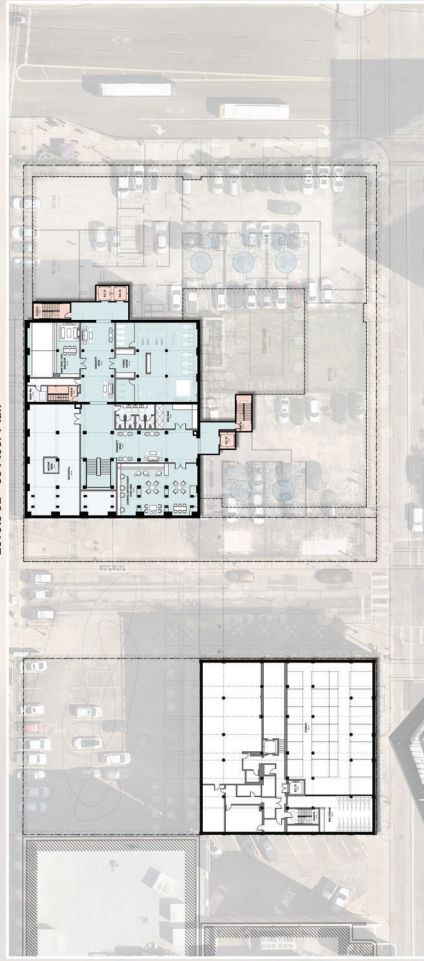
EXHIBIT E



Levels 02 - 05 Floor Plan



Level 06 Floor Plan



Basement Level Floor Plan



Level 01 Floor Plan

23151.00

0' 20' 40'

1/8" = 1'-0"

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Overall Floor Plans

EMERSON-BRANTINGHAM LOFTS  
DALLAS, TEXAS

14 June 2024

ARCHITECTURE  
INTERIOR DESIGN  
PLANNING  
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partners







COURTYARD WEST - N AUSTIN STREET SOUTH - ELM STREET



EAST - LAMAR STREET NORTH - PACIFIC AVENUE (DART LIGHT RAIL)

23151.00

0' 1" 2"

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Conceptual Architectural Elevations

EMERSON-BRANTINGHAM LOFTS  
DALLAS, TEXAS

14 June 2024

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