

**Dallas Landmark Commission  
Landmark Nomination Form**

**1. Name**

historic: Texas Farm and Ranch Publishing Building  
and/or common: Holland's/Texas Farm and Ranch date: 1920

**2. Location**

address: 3306 Main Street  
location/neighborhood: Deep Ellum  
block: 829 lot: 19, 20, 21, 22 land survey: Gaston tract size:

**3. Current Zoning**

**4. Classification**

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>	<input type="checkbox"/> museum
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agricultural	<input type="checkbox"/> park
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> residence
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> religious
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessibility</b>	<input type="checkbox"/> entertainment	<input type="checkbox"/> scientific
<input type="checkbox"/> object	<input type="checkbox"/> in progress	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> transportation
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> other, specify
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> vacant

**5. Ownership**

Current Owner: Gloria Gomes  
Contact: John Miller Phone: 748-8466  
Address: 3200 Main Ste. 1.3 City: Dallas State: TX Zip: 75226

**6. Form Preparation**

Date: Dec. 23, 1994  
Name & Title: Kate Singleton  
Organization:  
Contact: Phone: 821-7533

**7. Representation on Existing Surveys**

Alexander Survey (citywide)  local  state  national  National Register  
H.P.L. Survey (CBD)  A  B  C  D  Recorded TX Historic Ldmk  
Oak Cliff   TX Archaeological Ldmk  
Victorian Survey   
Dallas Historic Resources Survey, Phase   high  medium  low

*For Office Use Only*

Date Rec'd: \_\_\_\_\_ Survey Verified: Y N by: \_\_\_\_\_ Field Check by: \_\_\_\_\_ Petitions Needed: Y N

Nomination:      Archaeological      Site      Structure(s)      Structure & Site      District

### 8. Historic Ownership

original owner: Colonel Frank P. Holland  
significant later owner(s):

### 9. Construction Dates

original: 1920-21  
alterations/additions: ca. 1925

### 10. Architect

original construction: Fred A. Jones-contractor  
alterations/additions:

### 11. Site Features

natural:  
urban design:

### 12. Physical Description

Condition, check one:

excellent  
 good  
 fair

deteriorated  
 ruins  
 unexposed

unaltered  
 altered

Check one:

original site  
 moved(date \_\_\_\_\_)

*Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). elaborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.*

The Holland's-Farm and Ranch Building, 3306 Main Street, was constructed in 1920 and occupied in January 1921. The building housed the publishing of two magazines from 1921 to 1950. This handsome Commercial style building reflects the style of the day that was being promoted in Holland's Magazine.

When constructed in 1920, the building cost \$200,000. It was described as three story with basement, built of brick, tile and concrete. The building was constructed by Fred A. Jones, a local Dallas contractor, who later went to work for Texas Farm and Ranch Publishing Company.

The building can be considered a Chicago School commercial style structure. Although it is only three stories, it displays the characteristics of the Chicago School. The Chicago School developed as a result of improvements in building technology. This new technology enabled architects to design and construct multi-storied buildings. The skeleton frame, fireproofing, and foundation improvements were all part of this new technology.

The commercial buildings of this genre displayed very little ornamentation. The buildings had flat roofs usually terminating in a cornice. Windows filled a great portion of space, with display windows on the first story.

The Main Street and Second Street facades are the same with the exception of the entrances. The building is three story with basement and constructed of iron ore brick. The building was painted a few years ago. The Main Street facade, on the first story has five display bays. The entrance constitutes the sixth bay and is located one the corner of the building, at the Trunk Street end. The original wood and

glass door has been replaced with an aluminum door. The door is inset with sidelight windows. Above the door is an arched transom window that is divided into three sections, two small panes and one large central one. The door is shaded by a metal eyebrow canopy. The canopy has metal ornamentation. Above the canopy is a divided transom window. On the lintel above the transom is a scroll keystone.

The bays on the Main Street and Second Street facades are divided by brick pilasters which have molded cast stone bases. The first floor windows were multi-paned but have been replaced. The current windows have a fixed central glass flanked by two narrow casements. The pilasters terminate with simple column capitals adorned by a small rosette. There is a molded belt course above the pilasters which extends around to the Second Street facade. The building has a cast stone base on both facades.

The second and third story windows are the same. Each bay has three wood windows. The windows are eight over one double hung windows. Between each floor under the windows is a plain cast stone pilaster. Originally above each window was another row of single paned windows, almost a transom. Currently, above the windows is a wood or metal window head that has three wooden circles. The first floor windows currently have this same window head with circles on it. Originally though the windows extended up into that area.

The cornice is above the molded belt course and extends around to the Second Street facade. It is a Classical design with dentils. The parapet wall extends above the cornice.

The Second Street facade has the same window pattern as the Main Street facade and the same alterations. As stated before, the Second Street facade has the same features as the Main Street facade. The entrance has a flat unadorned canopy with divided transom windows above it. The entrance door is a wood and glass with sidelights.

The rear of the building has a horizontal pattern of nine windows on the second and third floors. These windows are triple paned double hung windows. The first floor has three metal windows and smaller basement windows. The west facade has an irregular pattern of windows on the second and third floors. These have been painted over.

On the Main Street facade is a one story addition that was constructed soon after the main building. This addition has the same architectural features of the main building. There are two window bays then the third has a door which is now metal. The fourth bay is a window. All of these have been covered over with sheet metal. The Trunk Street

facade of the one story addition has five bays. Two bays have been bricked in, the third has a door, the fourth one has a window and the fifth one is bricked in.

Although the building has had alterations, the Main Street and Second Street facades have maintained their integrity. The one story addition has had its main features covered but this can be easily uncovered.

This handsome building represents the philosophy of style put forth by the Holland family in their publication, Holland's. The building also represents the small industries in Dallas which garnered national and international business. This graceful commercial building is an integral part of Dallas history and its built environment.

### 13. Historical Significance

*Statement of historical and cultural significance. Include: cultural influences, special events and important personages, influences on neighborhood, on the city, etc.*

Holland's-Farm and Ranch Building, 3306 Main Street, was constructed in 1920 and occupied January of 1921. This building housed the publishing of the two magazines from 1921 until 1950. Holland's magazine, much like the current Southern Living, and Farm and Ranch were owned by the Colonel Frank P. Holland family of Dallas. Holland's was the "only large magazine published below the Mason-Dixon line" and considered a staple of most families. (DTH August 3, 1930) Farm and Ranch, a trade paper for stockmen and farmers, was one of the first prominent agricultural publications in the state. (DMN March 15, 1935)

The family, through the magazine, often lead the way for various causes. They campaigned for pure food and milk laws, sponsored wild bird sanctuaries in five states and lead campaigns for community beatification. Farm and Ranch magazine promoted many of the latest agricultural trends including one called "balanced farming". Frank Holland, Jr. was one of the most honored agricultural leaders in Texas. (DMN August 29, 1944):~

Colonel Frank Holland was born in Galveston and moved to Dallas in 1885. He served as an Alderman in 1891. Holland was the 15th mayor of Dallas, serving only one term from 1895 to 1897. After his death in 1928, his wife became president. She was assisted by son Frank P. Holland, Jr., vice-president of the company. Frank Holland, Jr. eventually became president and ran the company until his death in 1945.

After Frank Holland, Sr. died, his wife became president of the publishing company. Frank, Jr. became vice-president and was the driving force behind many of the special projects and causes taken up by both Holland's and Farm and Ranch. Before he was vice-president, Frank, Jr. was in charge of the advertising department. He traveled extensively across the United States gathering new ideas for the magazines.

In later years, Frank, Jr. became president and general manager of the company. He was also recognized as a leading force in agriculture in Texas and the South at a time when new technology was having an impact on farming and ranching. He was one of the founders and a president of the Breeder/Feeder Association in Texas. Like Holland's, Farm and Ranch published and promoted the latest information and technology for farm and ranch families. He was a member of the Texas State Fair board of directors. He supervised the livestock division making it one of the best known in the country. Many of the top breeders and producers knew Frank Holland, Jr. As a tribute they commissioned his portrait which was presented at the Houston Fat Stock Show. The portrait is now at Texas A&M University. On March 29, 1940, he was honored for his outstanding contributions to farming and ranching by the Dallas Agricultural Club.

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Frank Holland, Jr. was also active in the Boy Scouts, especially fund raising for them, and the Shriners. He died in Dallas at the age of 63. (DMN August 29, 1944) Family members sold the company after his death.

Other Holland family members were also involved with the company. Reginald V. Holland was secretary-treasurer of Texas Farm and Ranch Publishing until his sudden death in 1935. (DMN March 15, 1935) He was a member of the Texas Press Association, Salesmanship Club and the Dallas Athletic Club. Marsh Holland was an editor for Farm and Ranch magazine and secretary-treasurer of Texas Farm and Ranch Publishing until the company was sold in 1945. Along with his brother Frank, Jr., he founded the Breeder/Feeder Association. J. Porter Holland was a director of the company. He attended law school at the University of Texas in Austin and practiced law in Dallas. He was a member of the Dallas Athletic Club and Cedar Crest Country Club.

Holland's Magazine, as mentioned above, was active in many of the early social movements. In a 1930 article, the magazine boasts that it has taken part in or inaugurated "every prominent movement in the interest of the Southwestern home since 1905". (DTH August 3, 1930) The family and magazine campaigned for the Texas pure food law. They conducted a similar successful campaign for pure milk laws on the pages of Holland's. Much like current magazines Holland's offered recipes, serial fiction, gardening and landscaping advise and fashion. Interestingly, Holland's also included a "house plan page" displaying plans for a variety of abodes from bungalows to large homes.

Holland's editors had a unique picture of the Southern family of the 1920's and '30's. This family had an above average income with two children; a six room bungalow, and a modest car which the wife uses most of the time to chauffeur her husband to and from work and the children to school and activities. This ideal family employs one maid and is interested in beautifying their home. They take one extended family vacation and the husband and wife take several short trips a year.

The circulation of the magazine in the 1920's grew considerably. In 1924 the circulation was 231,173. By 1925, it had grown to 325,205; in 1926, it was 331,409. In 1927, the circulation past the 350,000 mark and continued to climb. In 1928, it was over 417,000 and in 1929, it was 436,226. The magazine sold primarily in the South and Southwest, but also circulated to every state in the union and several foreign countries. (DTH August 3, 1930)

Continuation Sheet

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Carr P. Collins purchased the property and company in 1945. (DMN March 3, 1945) Collins continued to publish both magazines. The building was considered "one of the best equipped printing centers in the Southwest". (DMN March 3, 1945) Collins was president of Fidelity Union Life Insurance Company and a director of First National Bank in Dallas. He also had several other business interests including radio stations in Corpus Christi, Texas and Reynosa, New Mexico. Collins was also chairman of Crazy Water Company of Mineral Wells.

In 1950, the building sold to J.N. Fisher, a Dallas Realtor. Collins contracted to a firm in Indiana and no longer needed the Dallas building. By 1952, the building was being used by the Office of Price Stabilization, a division of the State Department of Agriculture. Through the 1960's the building had a variety of uses including the First National Life Insurance Company.

This property is located in Deep Ellum near Fair Park. Originally, it was part of the Gaston Homestead Addition. Captain William H. Gaston was one of Dallas' most prominent citizens. He was a financier, banker and empire builder. He and Aaron Camp opened the firm of Gaston and Camp, Dallas' first bank. This bank later became City National Bank and then First National Bank. He owned 400 acres of East Dallas which he helped to develop. In 1873, Gaston donated what was the old fairgrounds so that the railroad would not bypass Dallas. (McDonald, p.135) Gaston also served as president of the stock association which held the Fair in 1872. In 1886, with Gaston at the helm, the Dallas State Fair and Exposition Association was chartered. Gaston purchased the land where the current Fair is held in return for shares of stock. The proximity of the Fair to this manufacturing area served as a complimentary relationship. Many of the companies in the area were involved with the Fair or, at least, exhibited there. As stated before, Frank Holland, Jr. was actively involved with the State Fair. The proximity of the his company to the Fair was important. Many of the ideas and lifestyle products presented at the Fair often showed up in both magazines. Of course, the Fair was an integral part of agriculture in Texas as was Farm and Ranch Magazine.

At the time this building was constructed in 1920, the area was still in transition from a poor residential and commercial area to a manufacturing and wholesale district. As is well documented, the area known as Deep Ellum was a Freedman's town. However, this part of Deep Ellum, near the Fair grounds and railroad tracks had both black and white residences who often lived next door to each other. These houses were small frame homes often leased to factory workers. Ten years later, this area had completed the transition to a manufacturing and wholesale district.

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Dallas during this time was experiencing a great deal of growth. The city had become a major manufacturing and wholesale market. The major railroads linked Dallas to other large cities like Chicago and St. Louis. Agriculture, especially cotton, banking and insurance were the major industries in Dallas. Dallas had excellent shipping and financial facilities for the marketing of cotton. The discovery of oil in East Texas brought Dallas into further prominence as the closest large city. Newspaper coverage was given to the oil activity in the region and to Dallas' importance as the nearest commercial and trade center. The Chamber of Commerce began a massive country wide promotion of Dallas in 1929. They spent \$500,000 to advertise the city as the center for cotton and oil with an excellent labor force and ample transportation.

By the late 1920's Dallas was becoming a center for aviation also. In 1929, four airlines were planning service to Dallas and plans for a new airport were being implemented. The airline industry had a monthly payroll of \$30,000.

The prosperity of the 1920's was reflected in the new \$200,000 building constructed for the Texas Farm and Ranch Publishing Company. The Texas Farm and Ranch Publishing Company had found the perfect location. The proximity of the annual Fair was important. Even more important was the proximity of the railroad to transport needed printing supplies to the company as well as distribute the completed magazines. In later years after the magazines had folded, the building maintained its industrial/office use. The building will again find new life as apartments.

## 14. Bibliography

### Bibliography

City of Dallas Building Permit Index Book. November 26, 1919

City Directories 1919, 1920, 1921, 1922, 1937, 1939, 1940, 1944-45, 1945-46, 1950, 1952, 1955, 1960.

Blumenson, John, *Identifying American Architecture*. Nashville, TN:AASLH, 2nd edition, 1981.

Longstreth, Richard, *The Buildings of Main Street*. Washington, D.C.: Preservation Press, 1987.

McDonald, William L., *Dallas Rediscovered*. Dallas: Dallas Historical Society, 1978.

*Memorial and Biographical History of Dallas County, Texas*. Chicago: The Lewis Publishing Company, 1892.

Sanborn Insurance Maps 1921 corrected to 1950.

Whiffen, Marcus, *American Architecture Since 1780, A Guide to the Styles*. Cambridge, Mass.: MIT Press, 1977.

Dallas Morning News

March 15, 1935  
August 29, 1944

Dallas Times Herald

August 3, 1930

## 15. Attachments

District or Site Map

Site Plan

Photos (historic & current)

Additional descriptive material

Footnotes

Other: \_\_\_\_\_

**Designation Merit**

- |   |                     |   |              |
|---|---------------------|---|--------------|
| <p>A. Character, interest or value as part of the development, heritage or cultural characteristics of the City of Dallas, State of Texas or the United States.</p> | <p>_____</p>        | <p>G. Identification as the work of an architect or master builder whose individual work has influenced the development of the city.</p>  | <p>_____</p> |
| <p>B. Location as the site of a significant historical event.</p>   | <p>_____</p>        | <p>H. Embodiment of elements of architectural design, detail, material or craftsmanship which represent a significant architectural innovation.</p>                               | <p>_____</p> |
| <p>C. Identification with a person or persons who significantly contributed to the culture and development of the city.</p>   | <p><u>  X  </u></p> | <p>I. Relationship to other distinctive buildings, sites or areas which are eligible for preservation according to a plan based on historic, cultural or architectural motif.</p> | <p>_____</p> |
| <p>D. Exemplification of the cultural, economic, social or historical heritage of the city.</p>   | <p><u>  X  </u></p> | <p>J. Unique location of singular physical characteristics representing an established and familiar feature of a neighborhood, community or the city.</p>                         | <p>_____</p> |
| <p>E. Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style.</p>                                | <p>_____</p>        | <p>K. Archaeological value in that it has produced or can be expected to produce data affecting theories or historic or prehistoric value.</p>                                    | <p>_____</p> |
| <p>F. Embodiment of distinguishing characteristics of an architectural style or specimen.</p>   | <p><u>  X  </u></p> | <p>L. Value as an aspect of community sentiment of public pride.</p>  | <p>_____</p> |

**Recommendation**

The Designation Task Force requests the Landmark Commission to deem this nominated landmark meritorious of designation as outlined in Chapter 51 and Chapter 51A, Dallas Development Code.

Further, the Designation Task Force endorses the Preservation Criteria, policy recommendations and landmark boundary as presented by the Department of Planning and Development.

Date:

\_\_\_\_\_  
 Chair  
 Designation Task Force

\_\_\_\_\_  
 Jim Anderson, Urban Planner  
 Historic Preservation

## EXHIBIT A

**PRESERVATION CRITERIA**  
**Texas Farm and Ranch Building Historic District**  
**3306 Main Street**

Except as otherwise provided in these Preservation Criteria, all public and private right-of-way improvements, renovation, repairs, demolition, maintenance, site work and new construction in this district shall conform to the following guidelines and a certificate of appropriateness must be obtained for such work prior to its commencement.

Except as otherwise provided in these Preservation Criteria, any such alterations to the property must conform to the regulations contained in CHAPTER 51A, "PART II OF THE DALLAS DEVELOPMENT CODE" of the Dallas City Code, as amended. In the event of a conflict, these Preservation Criteria control.

Unless otherwise specified, preservation and restoration materials and methods used shall conform to those defined in the Preservation Briefs published by the United States Department of the Interior, copies of which are available at the Dallas Public Library.

**1. DEFINITIONS**

Unless provided below or the context clearly indicates otherwise, the definitions contained in Sections 51A-2.102 and 51A-7.102 of the Dallas City Code, as amended, apply.

- 1.1 CERTIFICATE OF APPROPRIATENESS means a certificate issued by the city in accordance with Section 51A-4.501 of the Dallas City Code, as amended, to authorize the alteration of the physical character of real property in the district or any portion of the exterior of a structure in the district, or the placement, construction, maintenance, expansion, or removal of any structure in or from the district.
- 1.2 COLUMN means the entire column, including the base and capital, if any.
- 1.3 COMMISSION means the Landmark Commission of the City of Dallas.
- 1.4 DIRECTOR means the director of the Department of Planning and Development or that person's representative.

- 1.5 DISTRICT means the Texas Farm and Ranch Building Historic Overlay District. This district contains the property described in Section 1 of this ordinance.
- 1.6 ERECT means to build, attach, hang, place, suspend, fasten, fix, maintain, paint, draw or otherwise construct.
- 1.7 FENCE means a structure or hedgerow that provides a physical barrier, including a fence gate.
- 1.8 INTERIOR FENCE means a fence not adjacent to a street or alley.
- 1.9 MAIN BUILDING means the existing 1921 original and historic three story structure and adjoining one story structure shown as Texas Farm and Ranch Building on Exhibit B.
- 1.10 NO BUILD ZONE means that part of a lot on which no new construction may take place.
- 1.11 PRESERVATION CRITERIA means the standards considered by the director and commission in determining whether a certificate of appropriateness should be granted or denied.
- 1.12 PROTECTED FACADE means a facade that must maintain its original appearance, as near as practical, in all aspects.
- 1.13 REAL ESTATE SIGN means a sign that advertises the sale or lease of an interest in real property.

## 2. SITE AND SITE ELEMENTS

- 2.1 New construction is prohibited in an area designated as a "No Build Zone" on Exhibit B with the exception of carports as described in 4.4.
- 2.2 The main building must be retained and protected.
- 2.3 New sidewalks, walkways, steps, and driveways must be of brush finish concrete, brick, crushed stone, or other material deemed appropriate. No exposed aggregate, artificial grass, carpet, asphalt or artificially-colored monolithic concrete paving is permitted.
- 2.4 Exterior lighting must be appropriate to and enhance the main building.

- 2.5 Landscaping must be appropriate and compatible, must enhance the main building and surroundings, and must not obscure significant views of or from the main building.
- 2.6 Fences that face a public right-of-way or are within 30 feet of the right-of-way must be 40 percent open and may not exceed nine feet in height from grade. Fences must be constructed of one or more of the following materials: iron, brick, cast stone or concrete. Fences must be a dark color. Chain link is not acceptable.

Fences further than 30 feet from the public right-of-way or interior fences may be solid.

### 3. STRUCTURE

#### Facades

- 3.1 Main Street and Second Avenue facades of the main building are protected facades.
- 3.2 Reconstruction, renovation or repair of the opaque elements of the protected facades must employ materials similar to the original materials in texture, color, pattern, grain and module size as much as practical.
- 3.3 All additions and alterations must be architecturally sensitive and appropriate to the overall design of the main building.
- 3.4 Brick must match in color, texture, module size, bond pattern and mortar color. Original brick on a facade may not be painted, except that portions of the main building that have been previously painted may remain painted.
- 3.5 Stone, cast stone, metal cornice, and brick elements may be renovated or repaired only with materials similar in size, grain, texture, and color to the original materials. Those surfaces which have been previously painted may remain painted.
- 3.6 Original color and original materials must be preserved and maintained wherever practical. Paint and other color schemes for non-masonry elements should be based upon any available documentation as to original conditions.
- 3.7 Exposing and restoring original historic finish materials is encouraged.
- 3.8 Exterior cleaning must be accomplished in accordance with Department of Interior standards. No sandblasting or other mechanical abrasive cleaning processes are permitted.

- 3.9 After the effective date of this ordinance, any new mechanical equipment that is erected on the roof must not be visible to a person standing at ground level on the opposite side of any adjacent right-of-way or must be screened.

#### **Embellishments and Detailing**

- 3.10 The following architectural elements are considered special features and will be protected and preserved unless otherwise determined by the Commission: original doors, windows, brick, cornice and cast stone.

#### **Fenestrations and Openings**

- 3.11 Original exterior doors and openings must remain, except those modifications deemed appropriate. Such modifications may permit the addition of exterior openings at the side facades and may permit exterior doors, windows and balconies at the rear facade. Where replacement of an original door or window is necessary due to damage, structural deterioration or accessibility requirements, replacement doors and windows must express mullion size, light configuration and material to match the original.

Exterior balconies are permitted on new construction at the west facade (Trunk Avenue). The style of the balconies must be as outlined in 3.20.

- 3.12 Replacement windows and doors must express size, light configuration and material to match the original windows and doors.

Replacement of windows and doors which have been altered and no longer match the historic appearance is strongly recommended.

- 3.13 Glass and glazing must match original materials as much as practical. Reflective glazing or films are not permitted. Type 3 tinted panes for energy efficiency are permitted.

- 3.14 The Department of the Interior standards should be referred to for acceptable techniques to improve the energy efficiency of historic fenestrations.

#### **Roofs**

- 3.15 The slope, massing, configuration and materials of the roof must be preserved and maintained. Existing parapets, cornices, coping and roof trim must be retained, and when repaired should be done so with material matching in size, finish, module and color.

- 3.16 The following roofing materials are permitted on the main building: built-up, single-ply membrane, or other material if deemed appropriate.

- 3.17 Solar panels and skylights must be set back or screened so that they are not visible to a person standing at ground level on the opposite side of any adjacent right-of-way.
- 3.18 Mechanical units must be placed on the roof so that they are not visible to a person standing at ground level on the opposite side of any adjacent right-of-way. If visible, mechanical units must be screened.
- 3.19 Dumpsters must be screened with walls of solid wood, brick or like materials.

#### **Porches and balconies.**

- 3.20 Exterior balconies are permitted only on the rear facade and on new construction at the west facade (Trunk Avenue). The style of the balconies must be a compatible industrial style. Materials for balconies must be steel and painted a dark color.
- 3.21 All original columns, railings, and other trim and detailing that are original must be preserved.
- 3.22 New handrails for the loading dock and handicap ramp must be made of steel, painted a dark color, be of a compatible industrial design, and similar to the balcony railings.
- 3.23 Canopies are allowed and must be industrial in nature.
- 3.24 Railings are permitted on the roof. Roof railings must be industrial in nature. Roof railings may not extend more than 36 inches above the parapet wall, unless dictated by life safety codes.

#### **4. NEW CONSTRUCTION AND ADDITIONS**

- 4.1 The form, materials, general exterior appearance, color and details of any new construction of accessory buildings or vertical extensions to existing non-protected areas of the structures must be compatible with the main building.
- 4.2 New construction, additions to historic structures, accessory buildings, porches, and balconies must be of appropriate massing, roof form, shape, materials, detailing and color, and have fenestration patterns and solids-to voids ratios that are typical of the main building.
- 4.3 The height of new construction, accessory buildings, or vertical or horizontal additions to existing non-protected structures may not exceed the height of the main building by more than 12 feet.

- 4.4 Carports are permitted in the No Build Zone and behind the rear facade of the main building. Carport structures must be of one or more of the following materials: steel, brick, cast stone, and concrete, with metal permitted only as a roof material.
- 4.5 Vinyl and aluminum are not acceptable cladding materials for the construction of a new accessory structure.
- 4.6 New construction and connections between new and existing construction must be designed so that they are clearly discernible from the existing historic structures as suggested by the Secretary of the Interior in Preservation Brief No. 14. A clear definition of the transition between new and existing construction must be established and maintained. Historic details in the parapet and coping must be preserved and maintained where abutting new construction.
- 4.7 A handicap accessible ramp on the rear or side facades is permitted. The railing must comply with 3.22.
5. **SIGNS**
- 5.1 Temporary political campaign signs (as defined in Chapter 15A of the Dallas City Code, as amended) and real estate signs and banners may be erected without a certificate of appropriateness.
- 5.2 Street signs, protective signs, movement control signs, and historical markers may be erected if deemed appropriate. They are appropriate if sensitive and compatible with the main building.
- 5.3 Except as otherwise provided in these criteria, all signs must conform with the Dallas City Code, as amended, and the Deep Ellum Sign Ordinance, as amended.
- 5.4 Signs must not obscure window or door openings or the architectural details of the main building, and must not obscure views of or from the main building.
- 5.5 Detached signs may not be placed within the public right-of-way.
- 5.6 Upper-level flat, attached signs may not exceed 30 square feet in effective area.
- 5.7 Lower-level flat, attached signs may not exceed six square feet in effective area.
- 5.8 The maximum permitted effective area for all upper-level flat, attached signs combined is 30 square feet on each protected facade.

- 5.9 Painted applied signs are not permitted on a protected facade. Historic painted signs may remain on unprotected facades.
- 5.10 The maximum letter height for window signs is eight inches. Painted background is not permitted on window signs.
- 5.11 Projecting attached signs may not:
- a. project vertically above the sill of the third story of the main building,
  - b. extend lower than 10 feet above grade, or
  - c. exceed 20 square feet in effective area, unless the sign is a marquee sign, in which case the sign may not exceed 90 square feet in effective area.
- 5.12 Billboards or rooftop signs of any kind, including parapet signs, are not permitted.
- 5.13 Signs may not move or rotate. With the exception of banners and flags, wind devices are not permitted.
- 5.14 Signs may not be illuminated by fluorescent or back-lighting. The use of indirect lighting is permitted. With the exception of neon, fluorescent color is not permitted. A lighted marquee sign is permitted.
- 5.15 With the exception of vinyl letters, and vinyl-coated or plastic-coated cloth marquee panels, plastic is not permitted on the exterior of a sign.
- 5.16 Lights may not be attached to or placed underneath a canopy sign.
- 5.17 Marquee signs must conform to the following requirements:
- a. The district may not have more than one marquee sign.
  - b. If a marquee sign is within the public right-of-way, a franchise must be obtained by filing an application with the Department of Property Management and receiving approval from the city in accordance with all applicable law.
  - c. All panels on a marquee sign must consist of exterior grade fabric (14 oz. minimum weight), metal, or wood.
  - d. Fluorescent and metallic colors are not permitted. Other colors must be approved through the certificate of appropriateness process.

- e. A certificate of appropriateness is required to remove a panel from a marquee sign. This certificate will not be granted unless at least one panel replaces the panel(s) proposed for removal.

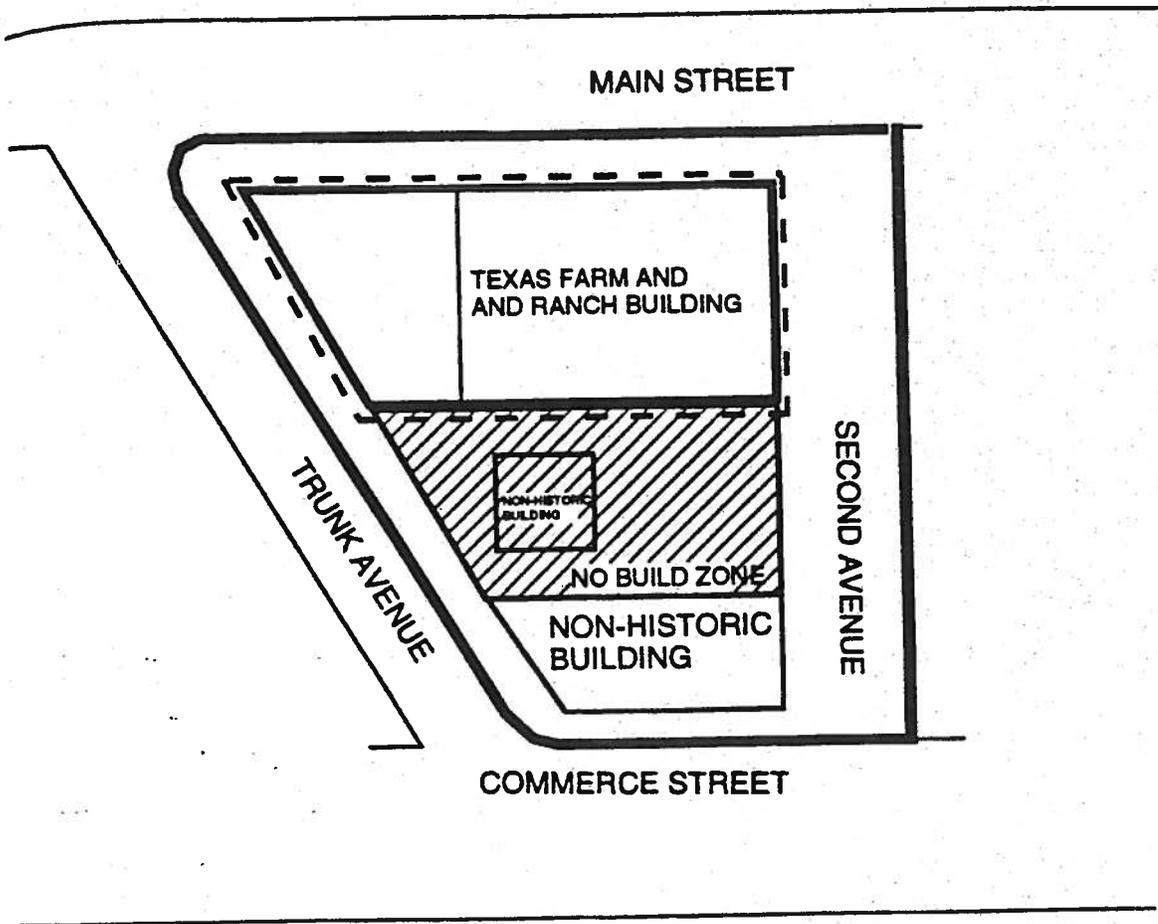
**6. REVIEW PROCEDURES FOR CERTIFICATES OF APPROPRIATENESS**

- 6.1 The review procedure outlined in Section 51A-4.501 of the Dallas City Code, as amended, applies to this district.

22363

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TEXAS FARM AND RANCH BUILDING



LEGEND:

-  - DISTRICT BOUNDARY
-  - MAIN BUILDING OUTLINE
-  - NON-BUILD ZONE

SITE PLAN

