

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

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**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC South Boulevard/Park Row Historic District

AND/OR COMMON

**2 LOCATION**

STREET & NUMBER

CITY, TOWN Dallas

\_\_\_ NOT FOR PUBLICATION  
CONGRESSIONAL DISTRICT

STATE Texas

\_\_\_ VICINITY OF  
CODE 048

COUNTY Dallas CODE 113

**3 CLASSIFICATION**

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input checked="" type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input checked="" type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<b>PUBLIC ACQUISITION</b>	<b>ACCESSIBLE</b>	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

**4 OWNER OF PROPERTY**

NAME Multiple Ownership

STREET & NUMBER

CITY, TOWN Dallas

\_\_\_ VICINITY OF

STATE Texas

**5 LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE, REGISTRY OF DEEDS, ETC. Dallas County Records Buildings

STREET & NUMBER 500 Elm Street

CITY, TOWN Dallas

STATE Texas

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE (City of) Dallas Historic Landmark Survey

DATE September 14, 1974

\_\_\_ FEDERAL \_\_\_ STATE \_\_\_ COUNTY  LOCAL

DEPOSITORY FOR SURVEY RECORDS Department of Urban Planning, 500 South Ervay

CITY, TOWN Dallas

STATE Texas

# DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input checked="" type="checkbox"/> UNALTERED (Generally)	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Many of the homes on South Boulevard/Park Row can best be described as one-story structures with front projecting gables creating porches. Others are significantly larger, usually 2-to-2 1/2 stories tall. However, while the scale may vary, a definite house to house continuity exists in the execution of structural details which manifest a strong "Prairie School" influence. Typical of this influence is the roof with its strong horizontal projection/projections creating a configuration of planes and angles as well as exposed under eave support or other "stick" decorations. Also, columns are substantial, massive and set wide apart to create a broad definite entrance to the building. Further, windows are grouped and ornamented with multi-paned glazing in a typically "Prairie Style" pattern. Many other more subtle manifestations of the prairie influence are also found in the use of ornament, hardware materials, and things of this nature. The "Prairie Style" so evident in this district, is an architectural movement which was popular, especially in the midwest, from 1900-1920.

During the same period (1900-1920) bungalows (the one-story structures with projecting gable and porch) were having their hey-day in California. Several of the smaller houses along South Boulevard and particularly Park Row are excellent examples of what is called a "California Bungalow" style. South Boulevard/Park Row has some of the best examples of "California" bungalows in Dallas.

To a lesser degree, influence of "Mission Style," also popular during this period, are seen. The use of circular arches on various houses as well as tile roofs and contrasting stone trim are indicators of this influence. However, this as well as other identifiable style influences are definitely subordinate to the stronger Prairie impact.

Developed at the same period as the Swiss Avenue Historic District, several miles further east, the architects common to both neighborhoods included most of Dallas' most prominent firms of the period. Included in this group are Lang & Wittchell, George Dahl, Roscoe DeWitt, Peterman and Overbeck and Hubbell and Greene.

# 8 SIGNIFICANCE

PERIOD		AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input checked="" type="checkbox"/> SOCIAL/HUMANITARIAN		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER		
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION		
<input checked="" type="checkbox"/> 1900-1925	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY) *		
		<input type="checkbox"/> INVENTION				

\* Outstanding community leaders past & present.

SPECIFIC DATES

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The South Blvd/Park Row District encompasses one of the few relatively intact neighborhoods of the early twentieth century to be found in Dallas. The significance of the area to the development and maturation of the City can be described in physical as well as social considerations.

Architecturally, the area is a lasting reminder of the exuberance of the 20's. Dallas, long a city concerned with its style and image, prided itself on its sophistication. The Chicago School, developed under the tutelage of Adler and Sullivan and continued by Wright was widely regarded as the fashionable look. Although the streets represent an overall eclectic mix (particularly the larger, more flamboyant mansions on South) the overall Chicago motif predominates.

The architects represented in the district were the most prominent designers to be found in the region. Swiss Avenue, the East Dallas Sister neighborhood, boasted many of the same designers and a common visual bond is readily apparent. The firms of Lang & Witchell (the Old Sanger Complex, 1910; Lone Star Gas; Dallas Power & Light; the Sears Building) Howard Myers (3525 Turtle Creek apartments; numerous outstanding residences; Hubbel and Greene (Texas Impliment); George Dahl (Fair Park) were all active in the district along with Roscoe DeWitt; H. A. Overbeck; and Hal Thompson. Examples include:

- 2634 South Blvd. Abraham Kahn (Roscoe DeWitt)
- 2534 South Blvd, The Hexter Home (Roscoe DeWitt)
- 2416 South Blvd, Charinsky (Lang & Witchell)
- 2734 South Blvd, Ascher Kahn (Lang & Witchell)
- 2707-09 South Blvd, Marcus Levi (H.A. Overbeck)
- 2711 South Blvd, S. S. Mallinson (Overbeck)
- 2617 South, I. o. Bromberg (Overbeck)
- 2620 South Blvd, Herbert Marcus (Hal Thompson)
- Grand Avenue, Temple Shearith Isreal (Howard Myers)

The setting for the district should be attributed equally to both architects and residents. For it was the latter group that set the social and philosophical pattern that exists to this day. The homes were substantial, yet utilitarian and highly livable. Broad tree lined streets yield to the generous front lawns and ubiquitous front porch spaces. Backyards were small and largely ignored. Social interaction on the neighborhood scale encouraged a close knit fraternal order which exists to this day.

The neighborhood developed rapidly after the 1913 relocation of Temple Emanuel El

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CONTINUATION SHEET

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to South Blvd at Harwood Street from its former location near downtown (Ervay @ St. Louis). The move of this Reformed Jewish congregation was necessitated by the rapid growth of the congregation (a sign of Dallas' commercial growth, as many of the Jewish residents were involved in mercantile related activities) and its proximity to the developing area that extended in an axial path leading south from downtown from Dallas' really first residential neighborhood, the Cedars of Ervay.

The 1920's witnessed the evolution of the neighborhood to the focus of social, cultural and religious activity of Dallas Jewry. Many of the City's most prominent families lived in the district.

Herbert Marcus, 2620 South Boulevard - The cofounder and first president of the world renowned speciality store, Neiman-Marcus. Mr. Marcus came to Dallas at an early age, worked for a time at Sanger Brothers dry goods store and then in 1907, along with his sister Carrie, and her husband Albert Neiman, opened the facility that had more influence than any institution in enabling Dallas to become the center for fashions in the southwest. The children, Edward, Lawrence, Stanley, grew up in this house. Stanley is currently chairman-emeritus of the board of the present Neiman-Marcus, and a very active patron of the arts and charitable works. Edward is a businessman and investor active on numerous civic projects. Currently he is serving as chairman of a task force to encourage housing in the downtown area.

am 26 34 South Blvd-  
Abrah Kahn - a member of the family of E. M. Kahn, Dallas oldest and continuous department store which opened in Dallas in 1872, several weeks prior to the coming of the first railroad to the city.

Ascher Kahn, 2734 South Blvd. - The Kahn family is a branch of the Linz family, one of the leading jewelers in the southwest. Ascher Kahn became president of Linz Brothers in 1956. The Linz Award is given annually to the outstanding Dallas citizen of the year.

In the early 1950's the synagogues finally relocated to some of the more outerlying areas of North Dallas, thus officially terminating South Boulevard's status as the Jewish community's focus. Yet the district maintained its ethnic-racial homogeneity by becoming one of the first free-choice house locales in the city. After World War II, these single-family homes were bought by many well-to-do blacks who continue to reside there today. The pride of the owner-residents is quietly attested to by the care with which these homes are maintained, thus creating a distinctive enclave set amidst the deteriorating physical scene witnessed today.

It is this pride which gives the South Blvd./Park Row its environmental significance, since it aptly testifies to the viability of the urban neighborhood. At a time when Dallas is experiencing many of the same problems of urban decay common to other big cities, this neighborhood shines as a beacon of encouragement and incentive for urban rejuvenation; it gives impetus to the city's citizens--both individually and corporately--for effecting change.

# MAJOR BIBLIOGRAPHICAL REFERENCES

Dallas Historic Landmark Survey, Dallas Dept. of Urban Planning  
 Drury B. Alexander, Sept. 1975, Dallas, Texas  
 City of Dallas, Dept. of Housing & Urban Rehabilitation, Building Permit File  
 Greater Dallas, City Directory, R. L. Polk & Company, Dallas, Texas, 1910 to Present  
 South Blvd, Park Row Historic District Report, Dept. of Urban Planning, City of Dallas

## 10 GEOGRAPHICAL DATA / 1976 (unpublished at this time)

ACREAGE OF NOMINATED PROPERTY \_\_\_\_\_

UTM REFERENCES

A	ZONE	EASTING	NORTHING	B	ZONE	EASTING	NORTHING
C	ZONE	EASTING	NORTHING	D	ZONE	EASTING	NORTHING

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
None			

## 11 FORM PREPARED BY

NAME / TITLE

Dallas Dept of Urban Planning

ORGANIZATION

DATE

Dallas Department of Urban Planning

3/77

STREET & NUMBER

TELEPHONE

500 South Ervay

744-4371

CITY OR TOWN

STATE

Dallas

75201

## 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL \_\_\_\_\_ STATE \_\_\_\_\_ LOCAL \_\_\_\_\_

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

SIGNATURE

TITLE

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

ATTEST:

DATE

KEEPER OF THE NATIONAL REGISTER



# SOUTH BOULEVARD - PARK ROW HISTORIC DISTRICT

