

**Dallas Landmark Commission  
Landmark Nomination Form**

**1. Name**

historic: Pearson Hotel, Talley Hotel

and/or common: Boyd Hotel

date: 1911

**2. Location**

address: 2934 Elm Street

location/neighborhood: Deep Ellum

blocks: B/482 lots: 3 and 2 ft. of 4

survey:

tract size:

**3. Current Zoning**

P.D. 269

**4. Classification**

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

**5. Ownership**

Current Owner: Marie Watts

Contact: Marie Watts

Phone: 328-1665

Address: 8338 Garland

**6. Form Preparation**

Date: June 1996

Name & Title: Kate Singleton

Organization: Planning Department, City of Dallas

Contact:

Phone:

**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: Bernardo Coniglio

significant later owner(s): Boyd Veden

## 9. Construction Dates

original: 1911

alterations/additions:

## 10. Architect

original construction:

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 Boyd Hotel, constructed in 1911, is a two story small scale commercial building. The building face is buff "iron spot" brick, the highest end MOHS hardness scale. The front facade has cast iron columns from Lone Star Iron Works, a company that went out of business after the turn of the century. This is one of a limited number of cast iron front buildings left in Dallas.

The two story rectangular structure was developed as a hotel with retail space by the owner and developer Bernardo Luciano Coniglio. The buff brick building is trimmed with cast stone on the front facade. It has load bearing brick walls, with wood floor joists, floors and rafters.

The front facade, virtually unaltered, is divided into three bays which are accented by cast stone quoins. On the first floor of the front facade are the retail spaces and the entrance to the hotel. The east bay has two large display windows with a door in the middle. Above each display window are transom windows with four divided panes. Above the door are transom windows with five divided panes. The west bay is identical to the east. The middle bay has two display windows with a door in the middle and a smaller door next to the west bay. This smaller door was the entry into the hotel upstairs. The transom window configuration is the same as the other bays except the smaller door has a three divided pane transom above it. The decorative cast iron columns frame each bay.

Between the first and second stories there is a simple cast stone cornice. On the second story of the front facade, the building's corners and bays are defined by cast stone quoin pilaster strips. Each bay has three windows. The windows are wood frame one over one. Each window has a cast stone sill and lintel. Above the windows is a cast stone cornice. The

<b>Continuation Sheet</b>
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Item #12
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(Page 2 of 2)
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parapet is also capped with a cast stone band.

On the east, west and south (back) facades the building is faced with common brick. The east and west facades of the building are the same. There is one window on the west side wall. There are air wells on the east and west sides of the building to enable each hotel room to have a window and fresh air. On the upper story of the rear facade there are five windows, two doors and another window. The windows are arched two over two wood frame. The doors are multi-pane wood frame. The doors and windows have a relieving arch with three courses of brick. On the lower story of the rear facade, there is a window, door, small window, window, four doors and window. The windows and doors all have relieving arches with three courses of brick. The windows are multi-pane wood frame.

One the front of the building is a neon sign which says "Boyd Hotel". This sign was probably put on the building around 1937. It originally said "Talley Hotel" and was changed in 1953. This sign is a significant feature of the building.

On the interior of the building, the first floor has fourteen foot ceilings and the second floor has ten foot ceilings. The walls are plaster over wood lathe. The upper floor is accessed by stairs in the center of the front facade. There are fourteen hotel rooms. The center bay of the first floor was originally the hotel lobby and dining room.

This building is one of a few remaining cast iron front buildings in Dallas. This handsome building is unusual with it's level of architectural detailing. The brick relieving arches over the windows on the rear facade, the cast stone details and cast iron columns on the front are features for a much grander building. Virtually intact, the Boyd Hotel is a small architectural gem.

### 13. Historical Significance

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

The Boyd Hotel, constructed in 1911, is one of only a few cast iron front buildings left in Dallas and is one of the oldest buildings in Deep Ellum. The hotel often served as the temporary home for many of the Blues greats like Blind Lemon Jefferson who came to play in the Deep Ellum clubs. Bernardo and Louis Coniglio constructed the building as a hotel with retail spaces on the first floor. Although not as grand, it is one of the few remaining old hotels in Dallas which includes the Adolphus (1910) and the Park (Ambassador, 1906).

This part of Elm Street was lined with boarding houses, small businesses and residences at the time the Boyd Hotel was constructed. The eastern edge of Deep Ellum near Fair Park often had African-American and white residents who lived next door to each other. The City Directories trace the area's change from residential to commercial. The 1912-13 and 1916 City Directories show a mix of races and ethnic backgrounds. Names such as Sanzone, Kleinman, Cartamilia, Fojtik, Pavelka, Brochiero and Stellmacher are seen in these directories. By 1920, the area had become predominately commercial. The residential that was left was mainly boarding houses, hotels and small frame residences.

Bernardo (also seen as Bennardo and Benjamin) had a shoe store and a grocery with his brother, Louis. The grocery store was located at 309 N. Ervay and the shoe store, Model Shoe Shop, was located at 104 N. Akard. (City Directory 1911, 1912-13) By 1914, the Coniglio brothers had formed their own real estate company. (City Directory 1914-15) The Coniglios owned the building until 1922. The building was purchased by Blumer H. Word at that time. The Word family owned the building until 1946 when it was purchased by Milan Furtula. When he died in 1974, his daughter Marie Watts took over ownership of the building.

From 1912 to 1914, J.E. Pearson operated the hotel on the second floor. Various businesses occupied the first floor including a bicycle store run by Mr. Pearson, a clothing store and a saloon.

Mr. S.J. Johnson operated the hotel from 1915-1921. For the next fifteen years it was run by George Allen. The hotel was also used as furniture show rooms from time to time during this period. It is interesting to note that African-American businesses operated in this building along with white owned businesses. There was usually a bar and/or restaurant operating in the hotel lobby. From 1937 to 1951, Mrs. Louise Talley operated the hotel. It was at this time that the neon sign, one of the earliest in Dallas, was installed on the exterior of the building. The sign was changed in 1953, when it became the Boyd Hotel. It continued as the Boyd Hotel until 1974.

In the early years, the Boyd Hotel served as lodging for visitors, traveling salesmen and the like. As parts of Deep Ellum evolved into clubs and restaurants, the Boyd Hotel became home to visiting musicians. Many of the blues musicians that played in Deep Ellum stayed at the Boyd Hotel, known at varying times as Anderson Hotel or Talley Hotel. Blind Lemon Jefferson, Huddie "Leadbelly" Ledbetter and Bill Neely as well as other well know African-

<b>Continuation Sheet</b>
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Item #13
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(Page 2 of 2)
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American and white musicians often stayed at the hotel. They also played there at the bar, Ma's Place, which apparently operated during the 1930's and 1940's. According to bluesman Bill Neely, Ma's Place was "frequented by gangsters and gamblers, such as Raymond Hamilton, Baby Face Nelson and Bonnie and Clyde." (Govenar, p.23)

Blind Lemon Jefferson who was "discovered" in Deep Ellum by Paramount Records was the most commercially successful of the rural African-American bluesmen. In the 1920's and 1930's, he made "race" records. This music was for the African-Americans who had migrated to the large urban areas. Huddie "Leadbelly" Ledbetter came to Deep Ellum in 1912 from Shreveport, Louisiana. Leadbelly and Blind Lemon Jefferson worked together in Deep Ellum until 1917 when they separated. They continued to play at Ma's Place and stay at the hotel. Bill Neely, born in McKinney to white sharecroppers, used to hitchhike into Dallas on Friday nights to play the blues at Ma's Place. (Govenar, pp. 19, 23, 30)

When Mr. Furtula purchased the building in 1946, he hired Elmer J. Turner to collect rents and make repairs to the building. Mr. Turner leased the building to the Talleys and later, the Boyds. He managed the building until his death then his son, Elmer Turner, Jr. took over those duties. The Furtula family still owns the building. Marie Furtula Watts and her son, Lawrence Watts, have begun restoration of the building.

The Boyd Hotel is one of a limited number of cast iron front buildings remaining in Dallas. Transition from residential and retail to commercial and manufacturing changed the face of this part of Deep Ellum/Fair Park. The Boyd Hotel is one of a few buildings constructed that survives from this early time. It also served as lodging and performance venue for some of the great Blues legends including Blind Lemon Jefferson, Huddie "Leadbelly" Ledbetter and Bill Neely. Apparently, African-American or white, all were welcome at the hotel. The one unifying factor was their low economic status. This small architectural gem serves as a vital link to Deep Ellum's tumultuous past.

## 14. Bibliography

Govenar, Alan. **Living Texas Blues**. Dallas: Dallas Museum of Art, 1985.

City of Dallas Building Permit

Dallas County Deed Records, Plat Books

Dallas City Directories-various years

Dallas Morning News, 8-25-38, 2-8-42, 1-27-91

Dallas Times Herald, 2-8-42, 8-23-92

Dallas, Up, Down and Around, a Walking Guide

Lawrence Galloway Real Estate Records

Greene, A.C. Dallas, The Deciding Years

Payne, Darwin, Dallas, an Illustrated History

Sanborne Fire Insurance Maps

Elmer Turner Real Estate Books

**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. <u>  X  </u></p> | <p>H. Embodiment of elements of architectural design, detail, material or craftsmanship which represent a significant architectural innovation. <u>      </u></p>                               |
| <p>B. Location as the site of a significant historical event. <u>      </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. <u>      </u></p> |
| <p>C. Identification with a person or persons who significantly contributed to the cultural and development of the city. <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. <u>      </u></p>                         |
| <p>D. Exemplification of the cultural, economic, social or historical heritage of the city. <u>  x  </u></p>   | <p>K. Archaeological value in that it has produced or can be expected to produce data affecting theories or historic or prehistoric value. <u>      </u></p>                                    |
| <p>E. Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style. <u>      </u></p>                               | <p>L. Value as an aspect of community sentiment of public pride. <u>  x  </u></p>   |
| <p>F. Embodiment of distinguishing characteristics of an architectural style or specimen. <u>  x  </u></p>   |   |
| <p>G. Identification as the work of an architect or master builder whose individual work has influenced the development of the city. <u>      </u></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: 8/6/96

Ambrosio Villonec JA  
 Chair  
 Neighborhood Designation Task Force

Jim Anderson  
 Jim Anderson, Urban Planner  
 Historic Preservation

MU-3

MU-3

DEED RESTRICTED  
2856-260/6495-E

MU-3

MU-3

IM

P. D. NO. 269  
(H/30)<sup>33</sup>

DEED RESTRICTED  
2912-106/9007-E

SITE  
PARKING

RETAIL

INDUSTRIAL

RETAIL

RETAIL

P.D. NO. 269

P.D. NO. 269

CENTRAL SERVICE CENTER

P.D. NO. 357

IM



0 200 400

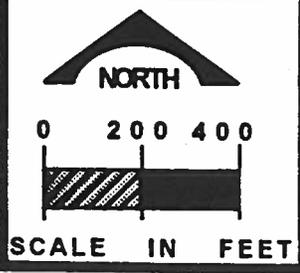
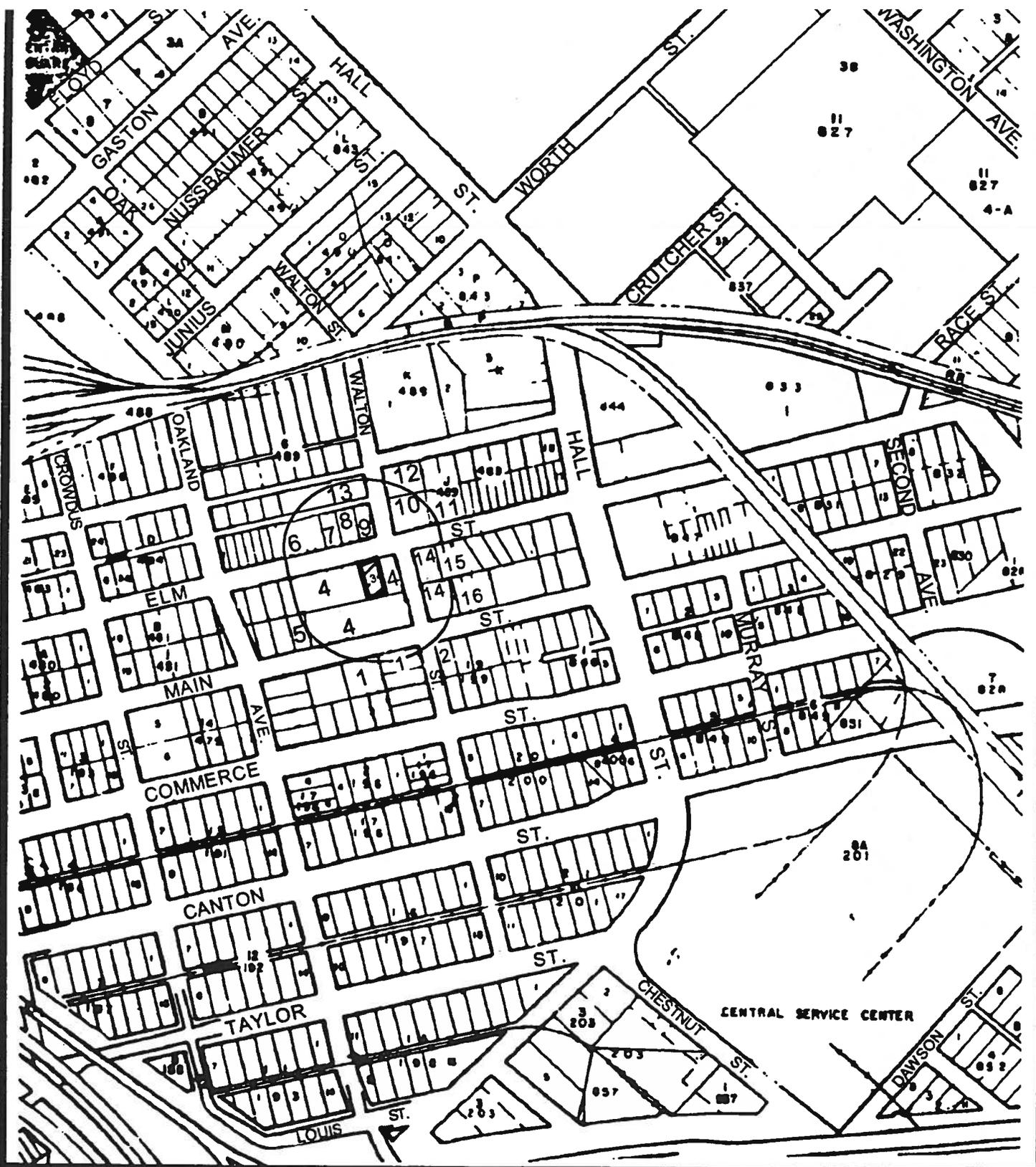


SCALE IN FEET

# ZONING AND LAND USE

MAP NO. J-8

CASE NO. Z956-261/6377-C/(JA)



# NOTIFICATION

- 200' Area of Notification
- 16 Property Owners Notified

Map No.                     J-8                    

Case No. Z956-261/6377-C/(JA)

NOTIFICATION LIST OF PROPERTY OWNERS  
Z956-261/6377-C/(JA)

16 PROPERTY OWNERS NOTIFIED

LABEL #	APPLICANT	PROPERTY OWNER	BLKS	OVER	LOT
1		SDL PARTNERS LTD	0195	001	001
2		BALLAS VICTOR E	0199	019	003
3	O	WATTS MARIE E FURTULA	0482	000B	003
4		POKLADNIK CYRILL J	0482	000B	002
5		HOLSTUN FRANCES A ETAL	0482	001	008
6		SWANEY JEFFREY A	0489	00H	008
7		MADISON PACIFIC	0489	00H	013
8		RADICAL COMPUTING INC	0489	00H	015
9		MANZANARES JOE B	0489	000H	017
10		ALTMAN JOHN & SHARON ANN	0489	000J	001
11		CAIN CLARENCE E JR	0489	000J	002
12		ROOSTH ISADORE	0489	000J	024
13		BARBER FOREST C	0489	00G	010
14		MCMURRAY D M &	0845	000	001
15		MCMURRAY H E	0845	000	002
16		MADDRAN RONALD W & ROBIN	0845	000	011

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Duncanville ISD  
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Z956-261/6377-C(JA)

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Hunters Run HA  
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ZLUH  
Robert B. Smith  
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Exhibit A  
PRESERVATION CRITERIA  
Boyd Hotel  
2934 Elm Street

1. GENERAL

- 1.1 All demolition, maintenance, new construction, public works, renovations, repairs, and site work in this district must comply with these preservation criteria.
- 1.2 Any alterations to property within this district must comply with 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.
- 1.3 A person may not alter a historic district site, or any portion of the exterior of a structure on the site, or place, construct, maintain, expand, remove, or demolish any structure in the historic district without first obtaining a certificate of appropriateness in accordance with Section 51A-4.501 of the Dallas Development Code, as amended, and the provisions of this ordinance. A person who violates this provision is guilty of a separate offense for each day or portion of a day during which the violation is continued, from the first day the unlawful act was committed until either a certificate of appropriateness is obtained or the property is restored to the condition it was in immediately prior to the violation.
- 1.4 The certificate of appropriateness review procedure outlined in Section 51A-4.501 of the Dallas Development Code, as amended, applies to this district.
- 1.5 Preservation and restoration materials and methods used must comply with the Preservation Briefs published by the United States Department of the Interior, copies of which are available at the Dallas Public Library.
- 1.6 The Landmark Commission may approve a certificate of appropriateness for work that does not strictly comply with these preservation criteria upon a finding that:
  - a. the proposed work is historically accurate and is consistent with the spirit and intent of these preservation criteria; and

- b. the proposed work will not adversely affect the historic character of the property or the integrity of the historic district.

## 2. DEFINITIONS

- 2.1 Unless defined below, the definitions contained in CHAPTER 51A "PART II OF THE DALLAS DEVELOPMENT CODE" of the Dallas City Code, as amended, apply.
- 2.2 APPROPRIATE means typical of the historic architectural style, compatible with the character of the historic district, and consistent with these preservation criteria.
- 2.3 CERTIFICATE OF APPROPRIATENESS means a certificate required by Section 51A-4.501 of the Dallas Development Code, as amended, and these preservation criteria.
- 2.4 DISTRICT means Historic Overlay District No. 80, the Boyd Hotel Historic Overlay District. This district contains the property described in Section 1 of this ordinance.
- 2.5 ERECT means to attach, build, draw, fasten, fix, hang, maintain, paint, place, suspend, or otherwise construct.
- 2.6 FENCE means a structure or hedgerow that provides a physical barrier, including a fence gate.
- 2.7 MAIN BUILDING means the Boyd Hotel building, as shown in Exhibit B.
- 2.8 NO-BUILD ZONE means that part of the district in which no new construction may take place.
- 2.9 PROTECTED means an architectural or landscaping feature that must be retained and maintain its historic appearance, as near as practical, in all aspects.
- 2.10 REAL ESTATE SIGN means a sign that advertises the sale or lease of an interest in real property.

### 3. BUILDING SITE AND LANDSCAPING

- 3.1 New construction is prohibited in the no-build zone shown on Exhibit B.
- 3.2 The main building is protected.
- 3.3 New driveways, sidewalks, steps, and walkways must be constructed of brick, brush finish concrete, stone, or other appropriate material. Artificial grass, artificially-colored concrete, asphalt, exposed aggregate, and outdoor carpet are not permitted.
- 3.4 Outdoor lighting must be appropriate and enhance the structure.
- 3.5 Landscaping must be appropriate, enhance the structure and surroundings, and not obscure significant views of protected facades.
- 3.6 It is recommended that landscaping reflect the historic landscape design.
- 3.7 Existing trees are protected, except that unhealthy or damaged trees may be removed.
- 3.8 Any new mechanical equipment must be erected in the rear yard, and must be screened.
- 3.9 Fences must be located at the rear of the building and must not exceed 10 feet in height.
- 3.10 Fences must be constructed of brick, cast stone, iron, stone, wood, a combination of these materials, or other appropriate materials.

### 4. FACADES

- 4.1 Protected facades.
  - a. The facades shown on Exhibit B are protected.
  - b. Reconstruction, renovation, repair or maintenance of protected facades must be appropriate and must employ materials similar to the historic materials in texture, color, pattern, grain, and module size.

- c. Historic solid-to-void ratios of protected facades must be maintained.
  - d. Brick added to protected facades must match in color, texture, module size, bond pattern, and mortar color.
  - e. Brick, cast stone and concrete elements on protected facades may not be painted, except that portions of the structure that had been painted prior to the effective date of this ordinance may remain painted.
- 4.2 Nonprotected facades.
- a. Reconstruction, renovation, repair, or maintenance of nonprotected facades must be compatible with protected features.
- 4.3 Wood siding, trim, and detailing must be restored wherever practical.
- 4.4 All exposed wood must be painted, stained, or otherwise preserved.
- 4.5 Historic materials must be repaired if possible; they may be replaced only when necessary.
- 4.6 Paint must be removed in accordance with the Department of Interior standards prior to refinishing.
- 4.7 Aluminum siding, stucco, and vinyl cladding are not permitted.
- 4.8 Historic color must be maintained wherever practical. Color schemes for non-masonry elements should conform to any available documentation as to historic color.
- 4.9 Exposing and restoring historic finish materials is recommended.
- 4.10 Cleaning of the exterior of a structure must be in accordance with Department of Interior standards. Sandblasting and other mechanical abrasive cleaning processes are not permitted.

## 5. FENESTRATION AND OPENINGS

- 5.1 Historic doors and windows must remain intact except when replacement is necessary due to damage or deterioration.

- 5.2 Replacement of doors and windows which have been altered and no longer match the historic appearance is recommended.
- 5.3 Replacement doors and windows must express muntin and mullion size, light configuration, and material to match the historic.
- 5.4 Decorative ironwork and burglar bars are not permitted over doors or windows of protected facades. Interior mounted burglar bars are permitted if appropriate.
- 5.5 Glass and glazing must match historic materials as much as practical. Films and tinted or reflective glazings are not permitted on glass.
- 5.6 No new door and window openings will be permitted on protected facades.
- 5.7 The Secretary of the Interior's Standards for Rehabilitation should be referred to for acceptable techniques to improve the energy efficiency of historic fenestration.

## **6. ROOFS**

- 6.1 The historic slope, massing, configuration, and materials of the roof must be preserved and maintained.
- 6.2 The following roofing materials are allowed: built-up and single-ply membrane.
- 6.3 Historic coping, cornices, parapets, and roof trim must be retained, and should be repaired with material matching in size, finish, module and color.
- 6.4 Mechanical equipment, skylights, and solar panels on the roof 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.

## **7. PORCHES AND BALCONIES**

- 7.1 The existing second-story balcony at the rear facade must be retained and may not be enclosed.

- 7.2 Awnings and canopies are permitted on protected facades if appropriate.
- 7.3 Porch floors must be brick, concrete, stone, or wood. Brick, concrete, or stone porch floors may not be covered with carpet or paint. Wood floors must be painted or stained. A clear sealant is acceptable on porch floors.

## 8. EMBELLISHMENTS AND DETAILING

- 8.1 The following architectural elements are considered important features and are protected: cast iron front facade and sill, original doors, windows, brick detailing, cast stone trim, the original "Boyd Hotel" sign (with neon) at Elm Street, and the second-story wood balcony on the rear facade.

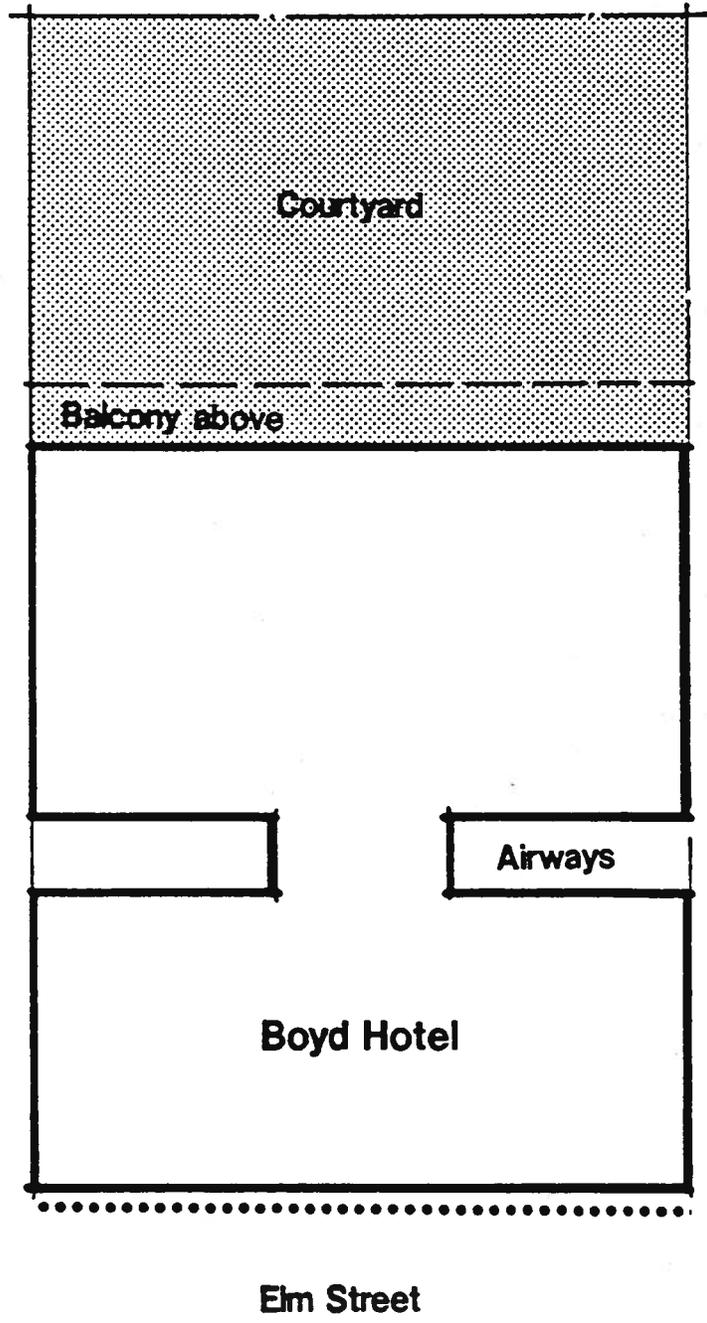
## 9. NEW CONSTRUCTION AND ADDITIONS

- 9.1 Stand-alone new construction is not permitted.
- 9.2 Vertical additions to the main building are not permitted.
- 9.3 Horizontal additions to the main building are not permitted.

## 10. SIGNS

- 10.1 Temporary political campaign signs as defined in Chapter 15A of the Dallas City Code, as amended, and real estate signs may be erected without a certificate of appropriateness.
- 10.2 The existing historic "Boyd Hotel" sign (with neon) at Elm Street is an important feature and is protected.
- 10.3 Signs may be erected if appropriate.
- 10.4 All signs must comply with the provisions of the Dallas City Code, as amended.

# BOYD HOTEL HISTORIC DISTRICT Exhibit 'B'



- · — Area of Designation
- ..... Protected Facades
- ▨ No Build Zone