

Dallas Landmark Commission Landmark Nomination Form

1. Name

historic The Interstate Forwarding Building/Goodyear Building
and/or common The Undermain Building

2. Location

address 3200 Main Street land survey No. 495 John Grigsby
location/neighborhood Deep Ellum/Near East End block, lot 3/848 tract size 96 Ft. X 100 Ft.

3. Current Zoning

PD 269

4. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture <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 checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational <input checked="" type="checkbox"/> residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in progress	<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

5. Ownership

Current Owner: Undermain Corporation Phone: 214.748.8466
Address: 3015-C Canton St. City: Dallas State: Texas Zip Code: 75226-1606

6. Form Preparation

Name & Title Kellie Powers-Lawson/Architect Organization The Office of Graham Greene
Contact Kellie Powers-Lawson Phone 214.748.8466

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
1985 Historic Resource high medium Tx Archaeological Ldmk
Oak Cliff
Victorian Survey
1987 Historic Resource high medium Other _____

For Office Use Only

8. Date Rec'd: 6/22/90 Survey Verified: N by: BH 9. Field Check by: BH

10. Nomination:

Archaeological Structure(s) District
 Site Structure & Site Petitions needed

11. Historic Ownership

original owner Milam & Connor
significant later owner(s)

12. Construction Dates

original 1913 (Building Permit #703, Issued April 11, 1913)
alterations/additions

13. Architect

original construction Owners
alterations/additions

14. Site Features

natural
urban design Cornersite on one of Deep Ellum's main streets.

15. Physical Description

Condition	Check One:	Check One:
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> moved (date: _____)
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed	
	<input checked="" type="checkbox"/> unaltered	
	<input type="checkbox"/> altered	

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 Interstate Forwarding Building is a six story reinforced concrete structure with brick and steel casement window infill. Built in 1913, as a fireproof storage warehouse, the building was erected during a time when industrial construction in the U.S. was making a shift. The conventional load bearing masonry construction was being replaced by a new technology of cast in place reinforced concrete with brick infill. In Dallas, the Interstate Forwarding Building was an early example of this change.

Located on the southeast corner of Main and Murray Streets, the building was the tallest and most visually prominent building in its neighborhood. This site was near several railroad lines which made this east Dallas area a major point for the transfer of goods entering Dallas in the first part of this century.

The building's size is massive and consumes almost the entire site. The property was originally platted at 100' X 100' while the building's footprint measures 100' X 96'. The corner location and double frontage of the Interstate Forwarding Building causes the building to have two primary facades, nearly identical in fenestration and treatment of bays. Each facade is divided into six bays. This division makes the Main Street bays, facing the northwest, slightly smaller than the bays on Murray Street, facing southwest. On Main Street the bays are of equal widths, but on Murray Street the near end bay is wider than the other five. This width was designed to accommodate a box car used to transport storage goods. Box cars from trunk lines entered the building from the southeast corner at the alley. Some trunk line tracks are still visible in the Deep Ellum area.

Along the bays on Murray Street, the building was originally designed with two loading dock openings at the ground level. These openings were located in the fourth and sixth structural bays. In later years an additional loading opening was provided in the third structural bay. All openings are serviced by overhead painted metal rolling doors.

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The building stands at 82'-11" in height with six full floors and basement. The ground and second floors have ceiling heights of 12'-10", the third floor ceiling is at 11'-9", and the fourth, fifth and sixth floors' ceiling heights are at 10'-5". The basement, visible from the exterior facades, is depressed 5'-0" below the street level. This lower level floor has a ceiling height at 8'-9".

The clarity of the building's division and proportion is due to the strong verticality of the perimeter columns. The columns not only ride the entire height of the building uninterrupted but project 6" beyond the building's face. The horizontal beams which denote floor levels, project 3" beyond the exterior face of the building. This expression leaves no doubt as to the importance of these members, structurally and aesthetically.

On the Main and Murray Street facades the lower portion of the infill is 12" thick. This infill consists of an imported medium ironspot brick commonly used when the building was erected. At the time the building was erected, this brick was manufactured only in the east and mostly in Pennsylvania and Ohio. Endicott Industries in Nebraska manufactures this brick today. The iron contents in the brick gives a grayish metallic tone to the red clay body, producing a very rich colored brick.

The upper portion of the infill consists of three painted steel casement windows (four on the last bay at Murray Street) with clear glass. Pivot devices were used to operate the very center of the window section. On the Main Street and Murray Street facades the window walls (expanse of windows) span horizontally from column to column and vertically from 4'-6" off ground floor, 5'-6" off second, 4'-6" off third floor, fourth, fifth and sixth floors to bottom of structure (perimeter beam). The window units are smaller on the rear facade (alley side), measuring approximately 4'-6" X 5'-6", but are still operable. On the ground floor, the mullion divisions at Main Street are somewhat different which might indicate an office function.

The basement level infill lies at the street level, the very base of the building. This infill is a 4'-0" high window wall of painted steel casement windows. In the recent past, due to vandalism, the windows have been covered by panels. Clear glass in these windows allow a pedestrian to see into the basement.

Along the Main Street facade the entry to the building is offset in the elevation and centered in the third bay from the corner. This bay reads quite differently from the others that have windows. The entry cavity contains eight concrete steps rising 4'-6" to the ground floor level and recessing the front wood doors 14'-0". At the top of the landing there are two wood doors. With the entry formation, concrete safes (receptacles) were poured on either side of the entry. These safes are not apparent from the exterior and are accessible from inside the building. These safes provided extra security for valuable items stored in the warehouse. A smaller recessed concrete panel rests above the entry opening. This entry configuration is identical to an adjacent building, 3210 Main.

The building's utilitarian character is further stressed by an almost complete absence of ornamental detailing. The only expressed detail is on the facade at the top floor; there are two small punctuations of brick close to the roof line. These punctuations are small brick insets that are seven horizontally stacked bricks. As the building turns to the Murray Street frontage, the bottom inset disappears. There are also brick insets along the top brick spandrels. These insets are visible at both the Main Street and Murray Street facades. An early photo gives the impression that the columns had concrete caps or finials and a single spire rested at the top of the main corner column located at the corner of Murray Street and Main Street. These details have since been removed. The only other articulation is the application of cement plaster, which covers the face of the projected concrete structure on Main and Murray Streets. An old photograph dated 1914 shows the application of a darker color at the base of the columns and basement level beams.

The internal structure of this warehouse is simple. The floors are 8" reinforced concrete flat slabs and are supported by a grid of round mushroom concrete columns (with flared capitals) at approximately 15'-9" on center. The column sizes range from 2'-0" in diameter at the basement to 1'-4" in diameter at the sixth floor. The sizes of the columns reflect the loads for which they were designed; as the building rises the columns decrease in size. The reinforcing steel bars from the columns are visible as they project beyond the roof slab. It appears that they were left open for future floors.

Located in the building is a geared freight elevator. Its position in the back on the building provided easy loading and unloading from the boxcars at the alley. It is believed that the elevator was shipped from the Westinghouse Company and placed in the building after it was built. Adjacent to the brick elevator shaft walls are poured concrete stairs. The stairs and the elevator access the basement, all six floors and the roof. It is very unusual for an elevator landing on the roof. This could also be an indication of planned additional future floors. The shaft walls extend beyond the roof landing and form the mechanical penthouse for the elevator. The concrete penthouse extends 21' past the top of the parapet, and measures approximately 16' square in size. Because of the penthouse's setback, a pedestrian at the base of the building does not perceive this structure. Approaching the building from a distance, the towering penthouse is very visible.

The immediate neighborhood of the Interstate Building is a collection of mostly one and two story brick warehouse buildings dating from 1910 to 1950. The urban fabric gets more dense while moving southwest into the heart of Deep Ellum. Going in the northwest direction there are complexes of buildings where the industrial aspect of the Deep Ellum area is much more apparent. Across Trunk Avenue lies the Continental Gin Buildings, a reminder of the major cotton industry.

The Interstate Forwarding Building has had little to no physical change in the seventy-six years of its existence. It was built as, and still is, the tallest building in what is now known as Deep Ellum, and continues to exhibit views of its neighboring skylines. The Interstate Forwarding Building is not only a prime architectural example of the early 20th Century warehouse type but is a solid anchor to its neighborhood's past and recent renewal development.

16. Historical Significance

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

Constructed in 1913, the Interstate Forwarding Building is most significant as one of Dallas' earliest examples of cast in place reinforced concrete and brick infill construction. With its first known use as a fireproof storage warehouse, it is significant as an integral element within this section of east Dallas that developed in the early twentieth century around several railroad lines.

The building is located in an area now known as Deep Ellum. What we know as Deep Ellum is a gradual expansion from the early Deep Ellum that extended east as far as Good-Latimer Expressway and now extends eastward to Fair park. This community, whose main streets are an extension of downtown's, began as a freedman's town. It was established after the Civil War just east of a main intersection of railroads, the Texas & Pacific and the Houston & Texas Central. This area developed into a business district along Main, Elm and Commerce Streets; a variety of retail and entertainment businesses grew strong, including hotels, theaters, cafes and clubs. When the Interstate Forwarding Building was built in 1913, Deep Ellum was soon to enter its heyday economically and culturally. One of its biggest accomplishments during this time was the birth of a rich bluesy music and many well-known musicians.

Traveling east, just outside of the earlier Deep Ellum limits, was an industrial area that had first been a residential area. During the teens and twenties this district was a booming development of the cotton industry. This area, also advanced from the rail lines, included large cotton related businesses, such as the Continental Gin, the Murray Company and the Mitchell Company. The Haughton Publishing Company (still in business) was located on Commerce, and published a cotton seed journal that was distributed throughout the south.

It is this area of present-day Deep Ellum that locates the Interstate Forwarding Building on the corner of Murray Street and Main Street. The building's location was in close proximity to the Texas & Pacific Railroad, along with the lines of the Texas & New Orleans. Just a block away, Trunk Avenue was a major unloading and loading site for merchandise coming to Dallas from all parts of the country. The handling and storage of goods evolved into big business and with it came the need for transfer and storage warehouses.

In 1913, Boyd D. Milam and Edward C. Connor of Dallas constructed this building that later became the Interstate Forwarding Building. The building permit was recorded on April 11, for the construction of a six story brick warehouse with reinforced concrete. The brick infill on this structure was estimated at a cost of \$500. Edward Connor was a civil engineer living on Crescent Avenue. Boyd D. Milam, married to Olive Milam, had one son, Lloyd B. Milam, an attorney in Dallas. Milam was born in Paris, Tennessee and moved to Dallas in 1900 where he became active in business and civic affairs. Milam "owned interest in a number of mining districts and had extensive real estate holdings in Dallas".² His great uncle was the Texas hero, Benjamin Milam.

1914 records show the official partnership of Milam, Connor And Fife Investment Corporation. Locksley Fife, previously employed with Texas Fuel and Supply, was the Treasurer of this newly formed venture; Edward C. Connor served as Vice President, while Milam was titled President. Although the official partnership lasted only a short time due to Milam's death in 1915³, records also show that other buildings on this block were built by Milam and Connor. In 1910, they built the reinforced concrete warehouse directly adjacent to the Interstate Forwarding Building. This building was leased by the Lincoln Paint and Color Company. The two buildings are very similar in construction and appearance. This building located at 3210 Main has wood windows, unlike the steel casement on the Interstate Forwarding Building. In 1923, eight years after Boyd D. Milam's death, city records show that Milam and Connor built the warehouse structure at 3221 Commerce. This building is of similar construction to the Main Street buildings and stands four stories in height.

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From 1913 - 1919, during its first six years, this structure housed the Interstate Forwarding Company (origin of common name), who eagerly advertised their "fireproof storage"⁴ and ability to haul heavy goods. The very first advertisements were very proud of "trackage direct into building; all cars unloaded inside of building, free from 'weather troubles'".⁵ It was during this time, in May 1918, that the building was sold to F.R. Robinson. V.H. Booth was the First President and General Manager of the Interstate Forwarding Company, with W.I. Ford and P.E. Eagon as early Assistant Managers. In 1924, the Interstate Forwarding Co. occupied 301, 307 Market Street in what is now the West End Historic District, with Ford and Eagon as Managers.

In 1920 - 1929, the building was leased and occupied by the Goodyear Tire and Rubber Company. The main production plant in Akron, Ohio shipped tires to the building for storage and later distribution. The industrial area of Deep Ellum, with its railroad accessibility to all parts of the country, proved to be a prime location for Goodyear until 1929, the year the stock market crashed.

From 1930 - 1932, the building stood vacant. For the next several decades, this building served the area and a variety of tenants including Bekins Van & Storage Company, Delco Light Company, Keller Body Works, Weber Root Beer Company, and Arrow & Hart Electric Company. Many of the businesses occupied the building at the same time; with the Interstate Building's six full floors and a basement it had enormous storage capacity.

In 1982, artist and gallery owner, Jim Herling, purchased the building from Mack Long Properties. Mack Long Properties had owned the structure for three years after an 1979 purchase from owner, Jack Ludwig. Herling, from 1982 to 1989, refurbished the interior to accommodate a variety of galleries, shops and artist's studios. A young theater group established themselves in the basement of this building and because they were performing in a sub-level space, they gave themselves the name "Undermain Theater".

The new ownership, the Undermain Corporation, (not related to the theater group), plans to develop, in a very sensitive manner, the property with a mix of office, retail and individual studio or "loft" spaces. The intent is to maintain the original appearance of the building, bring the building up to design and safety codes and to design the interior with a cohesive plan that does not distract from the elegant simplicity of the structure.

Footnotes

¹ Continental Gin Properties, Ltd. National Register of Historic Places Nomination Form, Dallas, Texas, 1982.

² "Dies After Lingering Illness", Dallas Morning News, 1 March 1915, p. 18.

³ Ibid.

⁴ John F. Worley, Worley's Dallas City Directory (Dallas: Directory Company, Publishers 1917), p. 224.

⁵ John F. Worley, Worley's Dallas City Directory (Dallas: Directory Company, Publishers 1914), p. 1007.

17. Bibliography

Dallas City Directories, 1910 - 1951.

Dallas Morning News, p. 18, March 1, 1915.

Dallas, Texas, Building Department Records.

Dallas, Texas, Building Permit Records, 1910 - 1915.

Dallas, Texas, Recorded Deeds, 1910 - 1983.

Dallas, Texas, Sanborn Fire Insurance Maps, 1921 - 1951.

Ford, Denise M. Deep Ellum Paper. Dallas, 1983.

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

Other Sources

Interview with Frances James

18. Attachments

District or Site map

Site Plan

Photos (historic & current)

Additional descriptive material

Footnotes

Designation Merit

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

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: June 12, 1990

Mamie McKnight

 Mamie McKnight, Chair
 Neighborhood Designation Task Force

Beth Hennessy

 Beth Hennessy, Urban Planner
 Historic Preservation



EXHIBIT A

PRESERVATION CRITERIA

INTERSTATE FORWARDING BUILDING

All public and private right-of-way improvements, renovation, repairs, demolition, maintenance, site work, and new construction on the building site shall conform to the following guidelines and be approved through the certificate of appropriateness review process prior to commencement.

Except as otherwise provided in these Preservation Criteria, any such alterations to the property shall conform to the provisions of the Deep Ellum/Near East Side Planned Development District Ordinance No. 19532, and the Deep Ellum Special Provision Sign District Ordinance No. 20596. 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

- 1.1 Except as otherwise provided in these criteria, the definitions contained in Sections 51[A]-2.102, 51[A]-7.102, and 51[A]-7.1303 apply. In the event of a conflict, these preservation criteria control.
- 1.2 ACCENT COLOR means color used in small amounts to trim and accentuate detailed architectural features such as narrow decorative moldings and window sashes.
- 1.3 APPLICANT means the property owner (s) or the owner's duly-authorized agent.
- 1.4 BANNER means a sign attached to or applied on a strip of cloth and temporarily attached to a building or structure. Canopy signs and political flags are not banners.
- 1.5 CANOPY SIGN means a sign attached to or applied on a canopy or awning.
- 1.6 CERTIFICATE OF APPROPRIATENESS means a certificate issued by the city through the landmark commission to authorize the alteration of the physical character of real property on this site, of any portion of the exterior of a structure on the property, or the placement, construction, maintenance, expansion, or removal of any structure on or from the property.
- 1.7 COLUMN means the entire column including the base and capital, if any.
- 1.8 COMMISSION means the landmark commission.

- 1.9 CORNERSIDE FACADE means a building facade facing a side street.
- 1.10 DIRECTOR means the director of the department of planning and development or his representative.
- 1.11 EFFECTIVE AREA, for detached signs, means the area enclosed by the minimum imaginary rectangle of vertical and horizontal lines which fully contains all extremities of the sign, exclusive of its supports. This rectangle is to be calculated from an orthographic projection of the sign viewed horizontally. A viewpoint for this projection is to be taken which gives the largest rectangle of that kind, as the viewpoint is rotated horizontally around the sign. If elements of the sign are movable or flexible, as a flag or a string of lights, the measurement shall be taken when the elements are fully extended and parallel to the plane of view. The effective area for attached signs shall mean the sum of areas of the minimum imaginary rectangles enclosing each word attached to any particular facade. The definition shall also apply to signs which are composed solely of words which identify a premise and which are attached to free-standing walls not over six feet in height.
- 1.12 FENCE means a structure or hedgerow that provides a physical barrier, including a fence gate.
- 1.13 FLAT ATTACHED SIGN means an attached sign projecting four or less inches from a building and parallel to the building facade.
- 1.14 HEIGHT means the vertical distance from grade to the highest point of the structure.
- 1.15 HEIGHT, as applied to a sign, shall be measured as the vertical distance between the highest part of the sign or its supporting structure, whichever is higher, and a level plane going through the nearest point of the vehicular traffic surface of the adjacent improved public right-of-way, other than an alley. In the event a sign is equidistant from more than one improved public right-of-way, none of which are alleys, the highest point shall be used.
- 1.16 LOT means a building site that fronts on a public or private street.
- 1.17 LOWER LEVEL SIGN means a sign partially or wholly situated below the top of the first floor windows or, if there are no first floor windows, below a point 12 feet above grade.
- 1.18 MINOR EXTERIOR ALTERATION means the installation of or alterations to awnings; fences; gutters and downspouts; incandescent lighting fixtures; landscaping that comprises less than 25 percent of the front or side yard; restoration of original architectural features; banners; and removal of immature trees visible from any street.

- 1.19 PAINTED APPLIED SIGN means a sign painted directly onto the exterior facade of a building, not including doors and windows.
- 1.20 PILASTER means the entire engaged column or pier including the base and capital, if any.
- 1.21 PROJECTING ATTACHED SIGN means an attached sign projecting more than eighteen inches from a building.
- 1.22 PRESERVATION CRITERIA means the standards considered by the director and commission in determining whether a certificate of appropriateness should be granted or denied.
- 1.23 PROTECTED FACADE means a facade that must maintain its original appearance, as near as practical, in all aspects, except for the conditions in subsections 3.11, 3.12, 3.13 and 3.15.
- 1.24 ROUTINE MAINTENANCE AND REPLACEMENT means the process of cleaning, including water blasting and stripping; stabilizing deteriorated or damaged architectural features, including repainting an item the same color; or substituting a duplicate item for an item that is deteriorated or damaged.
- 1.25 THIS SITE means the Interstate Forwarding Building.
- 1.26 STORY means that portion of a building between any two successive floors or between the top floor and the ceiling above it.
- 1.27 TRIM COLOR means a paint color other than the dominant color. Wood colored translucent stains are not trim colors. Furthermore, trim color does not include the color of porch floors or ceilings.
- 1.28 UPPER LEVEL SIGN means a sign wholly situated above the top of the first floor windows or, if there are no first floor windows, above a point 12 feet above grade.
- 1.29 WIND DEVICE means any flag, banner, pennant, streamer, or similar device that moves freely in the wind. All wind devices are considered to be signs, and are regulated and classified as attached or detached, by the same rules as other signs.
- 1.30 WINDOW SIGN means a sign painted or affixed onto a window. A sign placed in a window is not a window sign, but is treated as a flat attached sign

2. SITE AND SITE ELEMENTS

- 2.1 All existing original or historic structures must be retained and protected.
- 2.2 New sidewalks, walkways, steps and driveways must be of brush finish concrete,

brick, stone, or other material approved through the certificate of appropriateness review process. No exposed aggregate, artificial grass, carpet, asphalt or artificially-colored monolithic concrete paving is permitted.

- 2.3 Exterior lighting must be appropriate to and enhance the structure as determined through the certificate of appropriateness review process.
- 2.4 Landscaping must be appropriate and compatible, must enhance the structure and surroundings, and must not obscure significant views of or from the building. It is recommended that landscaping modifications reflect the original historic landscaping design when appropriate.
- 2.5 Existing mature trees will be protected. Unhealthy or damaged trees may be removed as determined through the certificate of appropriateness review process.

3. STRUCTURE

Facades

- 3.1 The Main and Murray Street facades of the building are protected facades.
- 3.2 Reconstruction, renovation or repair of the opaque elements of building facades must employ only materials similar to the original materials in texture, color, pattern, grain and module size as much as practical, with the exception that stucco or galvanize metal siding is permitted on the elevator penthouse.
- 3.3 Brick must match in color, texture, module size, bond pattern and mortar color. Original face brick must not be painted, with the exception that original structures that had been previously painted may remain painted.
- 3.4 Stone, cast stone, and concrete elements must be renovated or repaired only with materials similar in size, grain, texture, and color to the original materials.
- 3.5 Wood trim and detailing shall be carefully restored wherever practical. Replace historic materials only when necessary. Badly deteriorated paint should be removed in accordance with Department of Interior standards prior to refinishing. All exposed wood shall be painted, stained or otherwise protected. With the exception listed in subsection 3.2, resurfacing with vinyl or aluminum siding, or stucco is not permitted.
- 3.6 Original color of original materials shall be preserved and maintained whenever practical. Paint and other color schemes should be based upon any available documentation as to original conditions and shall be reviewed through the certificate of appropriateness process.
- 3.7 Exposing and restoring original historic finish materials is encouraged.

- 3.8 Exterior cleaning shall be accomplished in accordance with Department of Interior standards. No sandblasting or other mechanical abrasive cleaning processes are permitted.

Embellishments and Detailing

- 3.9 The following architectural elements are considered special features and must be protected and preserved unless otherwise determined by the landmark commission: concrete pilasters, steel casement windows, and recessed brick panels at tops of pilasters.

Fenestration and Openings

- 3.10 Original doors and windows and their openings on protected facades must remain intact and be preserved. Where replacement on any facade is necessary due to damage or structural deterioration, replacement doors and windows shall express mullion and muntin size and pattern, light configuration, and material to match original doors and windows, except as provided for in subsections 3.11, 3.12, 3.13 and 3.15. Replacement of windows and doors which have been altered and no longer match the historic appearance is strongly recommended. Exterior storm windows and doors may be permitted if they are sensitive additions and match existing windows in frame width and proportion, glazing material, and color. No decorative ironwork or burglar bars are permitted over doors and windows. Exterior mounted burglar bars are permitted on the rear facade only. Interior mounted burglar bars of appropriate color and design are permitted, but must be reviewed through the certificate of appropriateness review process. Awnings are permitted at the first floor only.
- 3.11 Glass and glazing shall match original materials. Reflective glazing is not permitted. Tinted opaque glass or lexan is permitted on basement windows only.
- 3.12 On protected facades new door and window openings are permitted only at the following locations: (a) on the Murray Street facade at the first level only where there is evidence that original openings have been infilled with other materials, and (b) other locations where exemptions may be granted in cases of life-safety.
- 3.13 On the Murray Street facade the basement windows within the bay that is the fifth from the left may be removed and replaced with plaster for the purposes of reusing the materials to replace deteriorated muntins of other basement windows on the building.
- 3.14 On non-protected facades, any new windows shall match originals in material and shall relate to the mullion and muntin size and light configuration of the original windows.
- 3.15 Reconfiguration of the main entry vestibule is permitted to include new doors and sidelights.

- 3.16 Refer to Department of the Interior standards for acceptable techniques to improve the energy efficiency of historic fenestrations.

Roofs

- 3.17 Modifications to the elevator penthouse are permitted as provided in subsection 3.2.
- 3.18 The slope, massing, configuration and materials of the roof must be preserved and maintained. Original parapets, cornices and copings must be retained, with the exception of the parapets on non-protected facades, and when repaired, should be done so with material matching in size, finish, module and color.
- 3.19 Solar panels, skylights, and mechanical equipment must be set back or screened so that it is not visible to a person standing at ground level on the opposite side of any adjacent public right-of-way.

Porches and balconies

- 3.20 Existing original porches and balconies on protected facades must be retained and preserved and may not be enclosed.
- 3.21 All original columns, railings, and other trim and detailing that are part of the porch or balcony configuration must be preserved.
- 3.22 Porch floor finishes shall be of concrete, brick, wood or stone only. Concrete, brick or stone floors may not be covered with paint or carpet. A clear sealant is acceptable.

4. NEW CONSTRUCTION AND ADDITIONS TO EXISTING STRUCTURES

- 4.1 The form, materials and general exterior appearance of new construction, accessory buildings, and vertical extensions to the existing structure must be compatible with the existing historic structure in terms of massing, roof form, shape, materials, detailing, color, and window mullion and muntin pattern as determined through the certificate of appropriateness review process.
- 4.2 Vertical extensions must be designed so that they cannot be seen by a person standing at ground level on the opposite side of any adjacent public right-of-way.
- 4.3 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.
- 4.4 Where new construction abuts an existing facade, a clear definition of the transition between new and existing construction shall be established and maintained. Historic details in the eaves must be preserved and maintained where abutting new construc-

tion.

5. SIGNS

- 5.1 Except as otherwise provided in these criteria, all signs must conform to Article VII of the Dallas Development Code, as amended, and to the provisions of the Deep Ellum Special Provision Sign District Ordinance No. 20596 and be reviewed first through the special provision sign district process and then through the certificate of appropriateness review process. In the event of a conflict, these Preservation Criteria control.
- 5.2 All signs must be compatible with the architectural qualities of the historic structure as determined through the certificate of appropriateness review process. Signs must not obscure window or door openings or the architectural details of the building, and must not obscure views of or from the building.
- 5.3 No sign may be placed within the public right-of-way.
- 5.4 No attached sign may exceed 30 square feet in effective area.
- 5.5 No lower level flat attached sign may exceed six square feet in effective area.
- 5.6 The maximum permitted effective area for all upper level flat attached signs combined is 30 square feet.
- 5.7 Painted applied signs are not permitted on the Main or Murray Street facades.
- 5.8 Window signs must not have a painted background, and must not have letters exceeding eight inches in height.
- 5.9 Projecting attached signs must not project vertically above the second story of the building, must not exceed 20 square feet in effective area, and must not extend lower than 10 feet above grade.
- 5.10 Billboards or rooftop signs of any kind, including parapet signs, are not permitted.
- 5.11 No sign may move or rotate. Wind devices, with the exception of banners, are not permitted.
- 5.12 No sign may be illuminated by fluorescent or back-lighting. The use of indirect lighting is permitted. The use of fluorescent color on a sign, with the exception of neon, is prohibited. A lighted marquee sign is permitted.
- 5.13 The use of plastic on the exterior of a sign is prohibited.
- 5.14 Awnings signs must not be lighted from underneath, and must not have lights at-

tached to them.

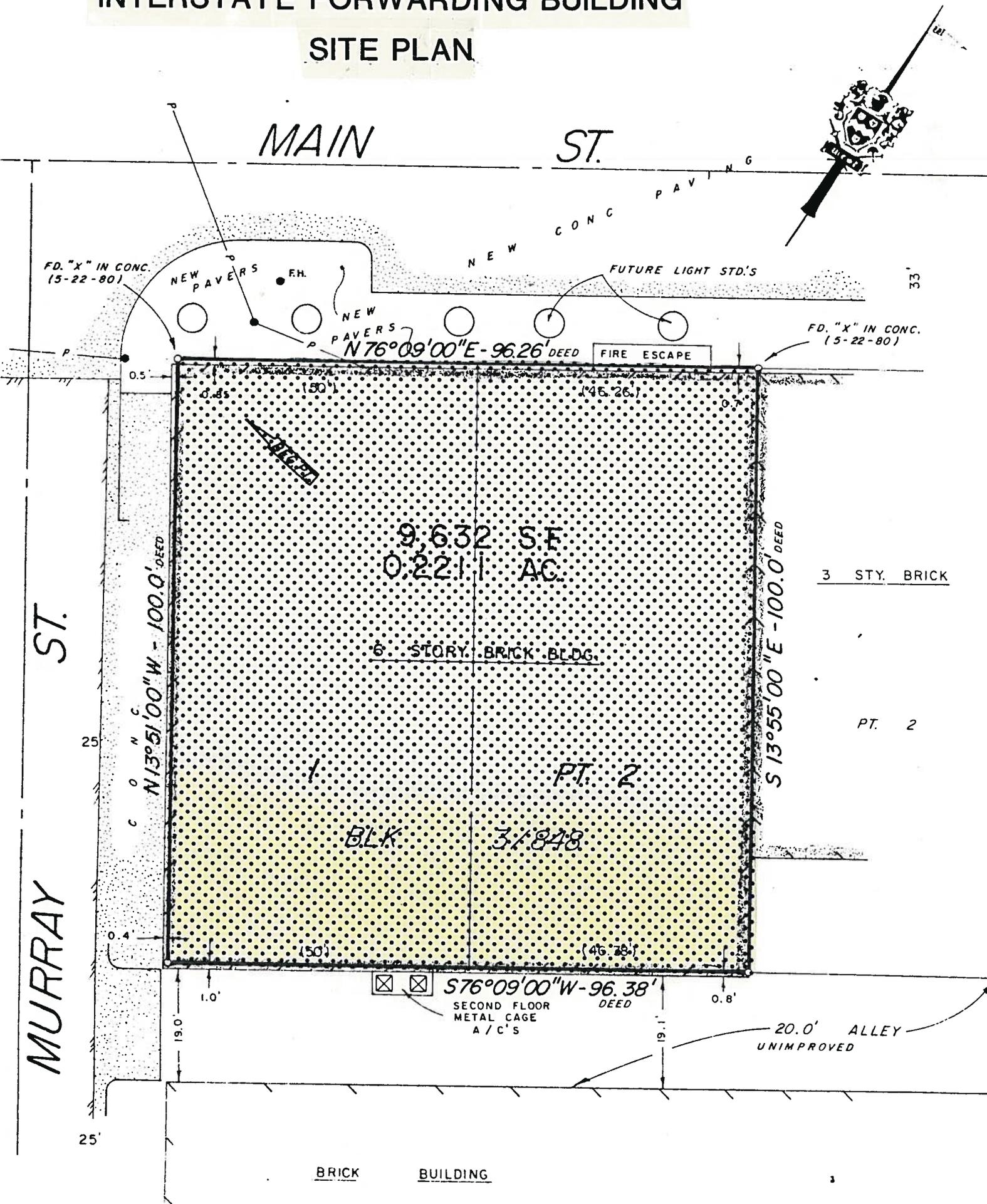
6. REVIEW PROCEDURES FOR CERTIFICATES OF APPROPRIATENESS

- 6.1 Unless in conflict with this section, the standard review procedure outlined in Section 51A-4.501 of the Dallas Development Code, as amended, applies to this site/district.
- 6.2 Upon receipt of an application for a certificate of appropriateness, the director shall categorize the request as one of the following: (A) routine maintenance and replacement; (B) minor exterior alteration; or (C) work requiring review by the commission.
- 6.3 The director shall review and grant or deny certificates of appropriateness for proposed work that falls into either category A or B listed in subsection 6.2 within ten days of receipt of a completed application for a certificate of appropriateness. To be considered complete, an application must include any exhibits or attachments deemed necessary by the director.
- 6.4 No decision by the director to approve a certificate of appropriateness for proposed work falling within category A or B may be appealed. A decision to deny a certificate of appropriateness in such instances may be appealed by the applicant or property owner. Appeal is made to the landmark commission by submitting a written request for appeal to the director within ten days after the decision to deny.
- 6.5 Proposed work not falling into either category A or B shall be reviewed by the commission within 45 days following the standard review procedure outlined in Section 51A-4.501 of the Dallas Development Code, as amended.

7. APPEAL TO THE CITY PLAN COMMISSION

- 7.1 Certificates of appropriateness denied by the landmark commission may be appealed to the city plan commission in accordance with Section 51A-4.501 of the Dallas Development Code, as amended.

INTERSTATE FORWARDING BUILDING SITE PLAN



BRICK BUILDING