

CITY OF DALLAS, TEXAS
LANDMARK PRESERVATION PLAN

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Department of Urban Planning

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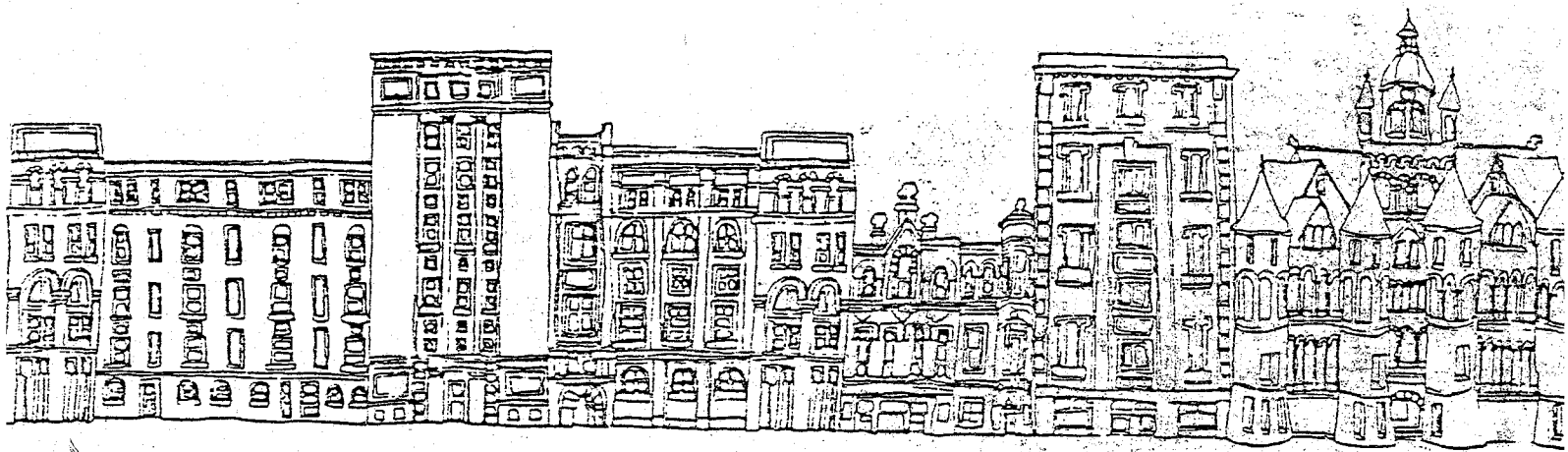
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INTRODUCTION

Landmark preservation has been a highly visible and active program of the Department of Urban Planning since the program's inception in March, 1973. On that date, the Dallas City Council passed into law Section 19A of the Dallas City Code. Section 19A created the Landmark Committee and specifically enumerated under its functions the preparation of a Preservation Plan. For a variety of reasons: the threat of destruction of important structures; the inauguration and administration of the program, and other factors, it was determined that work on the Plan should be postponed until basic operations were fully defined. As a first stage step in the formulation of the Plan, a landmark survey and analysis was conducted with consultant assistance in 1974. With this complete, the basic scenario was at hand.

The program is now over four years old. Several districts have been designated and a variety of sites have also been preserved. Planning for public improvements, on-going administration and additional designations are current concerns. The timing is proper for an introspective analysis of where we are as well as a consideration of where to go from here. This Plan, prepared with the assistance of HUD 701 Planning Grant, is the product.

This study consists of several sections that have been presented in the loose leaf binder format to provide maximum flexibility. The Plan will grow and change as situations warrant. Designed throughout as a series of collected essays, the various chapters can be used independently by the public as well as the City as a guide, explanation and policy statement. Wherever possible, specific mention of eligible properties was avoided with the hope that the

larger sense--the need to preserve for an enriched and beautified total environment--would be realized.

The first section, "Preservation Strategies" is the basis for the Plan. It will provide in a series of essays historic and architectural justification for the City commitment, a description of the current program and process, issues and alternatives and opportunities for preservation fundings. This will be followed by a compendium of the legal instruments approved by the City Council concerning the landmark program, reports of designated areas and an appendix of selected materials of interest to preservationists.

As in any plan, the work is incomplete--it can never be finalized. Frank discussions concerning a number of subject areas are offered. In several years, the areas of concern will become a matter of record and history, replaced by new concerns and new chapters of the Preservation Plan.

The Preservation Plan itself is only one chapter in the story. The document will take its place in a series of plans that will provide a basic comprehensive plan for the City of Dallas. Thus enriched, the City can then prepare for the future with a clear understanding of where we are and what must be done to achieve our goals.

HISTORIC PRESERVATION: THE CITY PROGRAM

WHY PRESERVATION?

Dallas, along with the rest of the nation, has entered a new age. The energy shortage has been accompanied by a new awareness of finite resources and a conscious appreciation of the environment. Planning and the need for careful management and growth have been established as high priorities on cities' agendas. Historic preservation is one of the logical outgrowths of this new thought.

Although a new city by most standards, Dallas does possess some traces of its earliest days. A log cabin, distinctive turn of the century warehouses, fashionable neighborhoods of the twenties all contribute to an interesting and diverse, albeit relatively recent built environment. The Dallas program is designed to: pragmatically work the old into a tasteful blend with the new; to reinvigorate older often decaying inner city neighborhoods; to instill pride and sensitivity in the local citizenry and to promote understanding of who we are and what we are.

THE HISTORIC LANDMARKS PRESERVATION COMMITTEE CREATED

The initial impetus for an official program for historic preservation dated to 1966 and the inception of the Goals for Dallas program. As a result of working with the community through neighborhood meetings, a specific goal, landmark preservation, was identified as one element in a plan to improve overall city design. A reorganized Department of Urban Planning included an Urban Design Division with historic preservation as one of the active sections. Following an intensive study by the planners and upon recommenda-

tion of the Plan Commission, the City Council passed the ordinance creating the landmark program in March, 1973.

The Historic Landmark Ordinance called for the formation of an eleven person citizen committee, the Historic Landmark Preservation Committee (since expanded to fifteen people). Members are nominated by various historic interest groups as well as the following professions; planning, architecture, landscape architecture, history, and real estate and are appointed by the City Planning Commission. This provides for a strong basis of knowledgeable and concerned citizens. This committee is the heart of the program, unifying all groups into one decision making body. The Committee is subdivided into various task forces to consider specific areas on both a temporary and continuing basis depending on need.

TASK FORCES

The task forces are groups charged with the implementation of a specific project or area of concern. Membership is appointed by the Landmark Committee, but need not be entirely Landmark Committee members. They are composed of whomever might be deemed necessary to successfully implement the specific task. Following completion of the assignment, the Task Force reports to the Landmark Committee. Presently, task forces include: a Design Review Task Force to review all building permits in designated areas, an Information and Education Task Force to promote the program and broaden cooperation and communication between local groups, the Survey Task Force to consider specific sites for designation and the South Boulevard/Park Row Task Force to consider plans for that historic district. The Department of Urban Planning works closely with all these committees to provide staff support and technical

assistance in surveying, permit review, and preparation of ordinances and development plans.

LANDMARKS SURVEY

The landmark ordinance specified that the Committee conduct a city-wide survey of landmarks to be included in a preservation plan. This survey will be included in a preservation plan. This plan will be included in the city's comprehensive plan. For this survey, the City Planning staff received a grant from the Department of Housing and Urban Development in July, 1973. The preliminary survey report, done by consultant, Prof. Blake Alexander, The University of Texas at Austin, is complete and serves as a basis for designations. The study is devoted to the architectural development of Dallas, from its earliest log cabin beginnings to its emergence as a major American city. Photographs and documentary material on surveyed buildings and districts are included, along with a slide presentation. Its completion was greatly facilitated by research done by the Heritage Society. Staff of the Department of Urban Planning worked closely with the consultants in developing survey guidelines and format. The team visited areas throughout the city and coordinated with other survey studies to develop a workable list for Alexander and his associates.

DESIGNATION AND REVIEW

Following completion of the city wide landmark inventory listing, the Survey Task Force was organized to assist and recommend potential areas for designation. The procedure included an examination of all of the sites eligible (there are 47 individual sites and 9 districts based on the Alexander Report). The Task Force identifies a workable program for a specific period of time

and proceeds to investigate (supplemented by staff assistance) the merits of designation. Basis for selection is determined by apparent landmark recognition, owner support, maintenance level and extenuating circumstances such as endangered status. The criteria that determines eligibility is set forth in the enabling legislation. Basically the twelve criteria enumerated refer to architectural and historic value or importance to the community.

Upon completion of its report which includes a site analysis, meeting(s) with property owner, historic and architectural analysis and, if merited, a draft of an ordinance defining specific preservation criteria, a presentation is made to the Landmark Committee. The committee, then in turn recommends to the Plan Commission which forwards its report to the City Council. It is at the City Council level (public meetings are held at Landmark Committee, Plan Commission and Council levels, although only at the latter two are all property owners within a specified distance from the site notified) that the site is designated as an official city historic resource. The City Attorney's Office then prepares the preservation ordinance governing the area with the report submitted by the Landmark Committee and Planning Staff. The preservation ordinance consists of three components; the boundary description, permitted uses and preservation criteria. The designation is an overlay zone that provides for an "H" (Historic suffix to the basic zoning categories). Additional flexibility is provided to accommodate these older structures in that additional permitted uses over and above the basic permitted zoning uses can be attached. In this manner, for example, an old church zoned in an O2 (Office Category) can be permitted to have restaurant facilities although this is not ordinarily allowed in the O2 zone.

Preservation criteria reflect the specific exterior components (no interior controls are provided at present) that are judged as critical to the preservation of the site or district's integrity. This of course, varies with each site and district considered, although some basic principles are readily apparent. District criteria generally regulate massing, materials, placement and openings as critical elements. Site criteria are naturally more specific and often refer to additions, color, detailings and embellishments.

Once designated and the ordinance approved by Council, the Landmark Committee reviews applications for building permits to insure compliance to the preservation criteria. The Department of Housing and Urban Rehabilitation, Division of Building Inspection, forwards all applications for exterior work in designated areas to the Plan Department. The Design Task Force reviews and recommends to the Landmark Committee and Plan Commission. The latter issues a Certificate of Appropriateness that releases the building permit. Subject to restrictions, issuance of a permit for construction or demolition of a designated landmark can be delayed by the City Planning Commission and City Council while alternatives are explored. A systematic review procedure minimizes delay and confusion, assuring that nothing is missed and a fair review is given to all.

SWISS AVENUE: NEW THOUGHT FOR AN OLD AREA

As plans developed for the formulation of the city landmark legislation, other events were occurring. Swiss Avenue, an exclusive early twentieth century subdivision in East Dallas, began to experience redevelopment threats. The surrounding blocks, zoned earlier for apartments, had been largely intruded upon by inappropriate and ill conceived structures. The pocket of Swiss

Avenue remained as the last bastion of the area's early glory. It was now Swiss Avenue's time--original deed restrictions limiting use and design had expired. The area was prime for redevelopment. The Plan Department, recognizing the eminent threat, took action.

A survey of residents of the street was conducted to determine sentiment regarding historical designation for the street. When the Historic Landmark Preservation Ordinance was adopted by City Council, the stage was set for the designation of Swiss Avenue (plus parts of adjoining streets) as the city's first historic district. The Swiss Avenue Historic District was designated by separate ordinance in July, 1973.

Just prior to the designation of the area, the city received a challenge that could have ended the program in its infancy. A local developer requested a building permit for a high rise residential unit to be located in the middle of the district on Swiss Avenue. As the area was totally intact (with several scattered lots) this new proposal would seriously damage the design integrity and character of the Street. The City Council, upon recommendations by the staff and area residents, declared a moratorium on permits until the designation proposal was received and considered. Through a series of court cases and appeals, the City's right to rezone for historic preservation was reaffirmed by the State Court of Appeals (the Texas Supreme Court refused to hear the appeal) in J. Roger Crownrich vs. City of Dallas, et al.

From these beginnings the program formed a solid base of support and proceeded to actively pursue further designations.

PRESENT PROGRAMS

In addition to its designation activities, the landmark program is actively involved in the following areas:

I. Public Awareness

It is particularly true within the context of the City of Dallas, that the need for public exposure and education is most critical. Dallas, conceived of as a modern city, devoid of a historic and architectural legacy, is in fact in a unique position. Because of its relatively recent founding and growth, a number of early structures still exist along with structures identifiable with the total evolution of styles during the years since Dallas' founding. The intent of the preservation program is to selectively preserve these finer examples and incorporate them sensitively in the urban context. Public education is of primary importance in conveying the subtleties and philosophy of the movement. This process is conducted in a number of ways:

A. to develop a general awareness, pride and support, the Committee and planning staff have participated on a number of programs and activities including: publications, brochures, posters, museum exhibits, slide shows and lectures, tours, seminars and conferences, contact with media including radio, newspapers and magazines and journals. A historic marker, to be placed on all designated sites and districts has been designed. The marker, of brass measuring 12 1/4" x 15 1/4", is reminiscent of the Richardsonian style architecture that is characteristic of much of Dallas' older architecture.

The marker will further serve to reinforce the uniqueness of the designated site to the public. The marker logo will be used as an identification to the public of the City preservation program.

B. cooperation with neighborhood organizations and preservation-conservation associations: The Committee and staff work closely with citizens throughout the City of Dallas. Prior to initiation, a district study task force is organized with resident input. Often this task force becomes the nucleus for a local organization, this has been the case with Swiss Avenue, South Boulevard/Park Row and Winnetka Heights. Efforts will be made at developing a businessman's league for the Westend (Warehouse) Historic District as well.

C. cooperation with professional groups and Chambers of Commerce: Input and advice from local professional groups and businessman is assured through the specific provision of the Landmark Ordinance requiring a historian, architect, city planner, real estate appraiser and a landscape architect to serve on the Committee. The Committee and staff work closely and solicit advice and support from professionals, particularly the AIA, AIP, ASLA and the Chamber of Commerce and Central Business District Association. Often representatives from these organizations are asked to serve on task forces for specific study items under consideration by the Landmark Committee.

D. cooperation with affected property owners of designated sites: An attempt is made at all times to secure the approval and active support of the affected owners. Prior to designation consideration by the Committee, the owners are contacted and advised of the rewards and responsibilities of designation. Often owners are asked to serve on task forces for district designation consideration. Following designation, owners are encouraged to seek the advice and assistance offered by the Landmark program in maintaining and improving their property. The program offers assistance in coordinating city services, seeking financial assistance through grants and loans and has, at

times, acted as an intermediary between an owner and prospective purchaser of the property.

E. promote information sharing and communication between local preservation groups: The Landmark Committee views itself as the primary agent for focusing coordinated preservation efforts on the city-wide level. Representatives of a number of preservation groups serve on the Landmark Committee. Through this vehicle considerable interchange is achieved. Additionally the Landmark Committee has initiated a process whereby an executive committee composed of presidents and/or directors of each organization meet at regular intervals. Specific task forces have been established under the sponsorship of an organization that has particular strengths, experience or interest in this area. Each task force is concerned with a subject of critical importance to the overall city-wide program as well as the attendant groups. Subjects including preservation legislation, funding, assisting endangered buildings, and public relations have been identified.

F. serve as liaison and ombudsman on the state and national level in all areas affecting the City program of historic preservation: A vital role of the Landmark Committee and staff is in the area of communications with other public preservation agencies on the state and federal level. Expediting National Register designations, the Committee and staff work closely with the Texas Historic Commission (the state recommending body to the National Register) to recommend sites and complete Register nomination applications. The Landmark Committee also advises the County Historical Commission on local areas potentially eligible for statewide marking.

The Staff is particularly concerned with keeping abreast of proposed legislation

and funding programs. The local program has been awarded several grants from Housing and Urban Development 701 program (the city-wide survey and this preservation plan), the National Science Foundation (on urban design process), and the National Endowment for the Arts (The Conservation Strategies Study: An Alternative to Preservation).

Additionally, the staff has advised and worked closely with Preservation Action, the national lobby for preservation legislation. Certification of local programs by the Department of Interior as well as tax packages including abatements and incentives are recent activities of joint interest and concern.

II. Implementing Landmark Preservation

Following designation, the City does not passively sit back and rest on its laurels. It is at this stage, in fact, that the real work of implementing a truly unique historic environment actually begins. The basis is, of course present, for it is for the coordinating body (The City) to maintain, embellish and enhance. Illustrative of the program are some recent case histories involving previously designated historic districts:

A. Swiss Avenue

--landscaping-following designation the City has assisted in the landscaping and maintenance program for the median divider that had been previously planted by area residents

--street lights-period light standards providing color corrected mercury vapor lights have been installed

--streets, curbs, sidewalks-repaired where necessary

--historic marker-to be placed

--triangle park-design plans will be developed jointly by the residents Landmark Committee and staff

B. South Boulevard/Park Row

--streets, curbs, alleys and sidewalks-repaired where necessary through use of Community Development Act funds

--street lights-through use of Community Development Act funds appropriate light standards will be installed

--walkways-the two public walkways that traverse the district will be beautified and maintained

--historic marker-placement in area to be defined

--landscaping-the Park Department will furnish a landscaping plan that will permit residents to participate on a voluntary basis to provide an overall cohesion and district character. Trees in the public right-of-way will be trimmed and maintained

C. Westend Historic District

A development plan creating a five-stage redesign of public right-of-ways has been devised. This plan, calling for as much as \$15 million of public expenditures will provide for:

--the development of pedestrian and semi-pedestrian malls

--placement of trees, benches, kiosks

--banners and public art, fountains and sculpture

--increased and compatible public lighting

First stage implementation funds have already been set aside and one million dollars will be directed to improvements in the public areas. It is anticipated that this catalyst will encourage adjacent property owners to rethink their current uses and potentials.

An administrative plan that envisions the establishment of a district administrator and office is also suggested. A businessmen association composed

of owners, representatives from downtown organizations including the Chamber of Commerce and Central Business District Association and preservation groups working with the administrative officer for the area will serve to encourage the redevelopment and promotion of the area to provide for compatible uses and overall design cohesiveness.

D. Landmark Sites

Design plans for individual sites generally do not require the in-depth comprehensive approach that is directed to preservation on the sector or district scale. Sites are generally smaller, in private ownership, and the level of maintenance may be higher. A principle concern on the site scale would be primarily directed at public recognition. Placement of the historic marker in a conspicuous area is of great importance. Recent activities describing planning efforts on the site level are listed as follows:

Trinity Methodist Church

The Committee and staff working with several private and professional groups succeeded in persuading the North Texas Methodist Conference to sell rather than raze the structure. Efforts were further directed at seeking a compatible use for the building (AIA assisted with a feasibility study) and a cooperative prospective owner was found. In the interim period while the building was vacant, the City further assisted the transition period by providing increased police security. The staff assisted the new owner in advising on grant assistance and approval of a proposal to sell key chains featuring the Dallas Landmark Logo and the Church for fund raising for the building restoration. Research assistance was provided by the Committee and staff to investigate the building's history. This documentation revealed that the formerly unknown architect, James Edward Flanders, was one of the most significant local architects of the day.

Union Terminal

This 1912 structure was threatened with demolition when the City purchased the vacant structure through a 1970 bond issue. The City then proceeded to faithfully restore the building to its original splendor (The City Architect's Office provided the research and planning) and employ it as the major transportation facility for the region. Linking the ultra-modern Dallas-Ft. Worth Airport by bus and taxi, the building also provides a terminal for railroad traffic and parking facilities. Combining private and public resources, the area immediately adjacent to the building, lying just west of the downtown core, is planned for redevelopment as a recreational, office and residential center. Focusing on a historic theme, the project will be a major catalyst to downtown revitalization as well as a beneficial continuation of the Westend Historic District which borders the northern boundary. The Union Terminal Building was placed on the National Register in 1975, thus providing additional sources for funding. Hopefully this experience can be applied to other historically significant buildings. Although it is not advocated that landmark structures be acquired simply on aesthetic or historic grounds, it has been effectively demonstrated that landmarks do have tangible prestige qualities. A consistent city policy should be developed to reuse buildings certified as landmarks whenever possible.

Federal Reserve

The Federal Reserve Building, in excellent physical condition, was designated by the City in 1976. Although little attention needed to be directed at the structure itself, the planners directed their attention to the surrounding area and its potentials. The Akard Street Mall proposal provided an answer. The mall beautified the setting for two landmark grade structures

(the Adolphus Hotel sits at the terminus). Further, it provided a pedestrian way for users traveling the area between the Convention facilities and the downtown core and it provided for a beautified environment encouraging commercial uses. A tangible by-product proved to be the possibility for revitalization of several older commercial-type structures fronting the mall that might not necessarily have been saved.

The Civic Center Guidelines directed at further construction abutting the Federal Reserve site also will prove to be of significance in preserving the milieu. Design attributes of the existing structures in the area, notably the Federal Reserve (1921) and the new I. M. Pei designed City Hall (1977) were identified and incorporated for future development standards.

The significant case studies noted, do not constitute all of the designated or anticipated landmarks but rather have been cited to convey actual experiences and activities associated with the local preservation and revitalization emphasis. The program attempts to continue the viable life of specific locales for their importance to the image of the City and its citizens; as a source of beauty and diversity, for its attendant pride and recognition factors, as a matter of sound economics and energy efficient use of resources. In summary, then, the City initiated preservation program proceeds to save noteworthy sites, structures and neighborhoods in the following ways:

- city wide landmark inventory - the original listing is updated and supplemented by continuous staff research and citizen input

- designation of areas and drafting of landmark ordinance unique to each locale listing preservation criteria and appropriate uses

- public identification through promotional brochures, slide shows and

other media and placement of the distinctive City of Dallas historic landmark marker

signage program - an activity, still conceptual, to outline historic districts through distinctive street signs and hardware

design review - all building permits affecting exterior work are reviewed by the staff, the Landmark Committee and the City Plan Commission to assure compliance with the landmark ordinance and high quality craftsmanship. A restoration manual of indigenous style is also under draft.

coordinated city approach - to facilitate and encourage recycling activities the city staff has assisted the public in several ways:

A. Building Code Study - the Codes were evaluated by a private consultant to determine if recycling was a legally feasible activity. It was determined that through communication existing codes could be effectively utilized.

B. Interdepartmental Communication Links - staff of the Department of Urban Planning and the Department of Housing and Urban Rehabilitation have formed an ad hoc committee to discuss specific areas involving historic preservation matters. Additional departmental representation is invited on a case-by-case basis. Representatives of the Fire Department, Police, Street, Public Works as well as City Manager and City Attorney's Office participate where appropriate.

C. Staff research on appropriate financing and legislative opportunities available

D. Staff and Committee liaison on state and national level to secure grants, program and legislative actions that would encourage local activity in preservation.

The Dallas preservation program cannot be viewed as an isolated process of one particular public agency or interest group. Although the program's inception is quite recent (1972), the public acceptance and appreciation appears to be widespread and genuine. Preservation is viewed as one activity not the only, but a very significant force in area renewal and economic growth and stability. The precedent created by the Swiss Avenue Historic District has served as a model both locally and nationally. In the short period since City Council designation of that area (1973), well over a million dollars of private investments has been expended with relatively few public dollars involved (mostly staff salaries). Additionally, surrounding blocks and neighborhoods have been infected by the historic spirit and formerly deteriorated and city-condemned housing has now been converted to very livable units. Downtown revitalization is conceived as a joint effort involving recycling and new construction. The Warehouse District and the Union Terminal (Reunion Project) have both been cited as definite contributions to a renewed interest in the center city.

Both the Chamber of Commerce and the downtown Chamber (the Central Business District Association) have publicly supported preservation for the Warehouse (Westend) District for its future development potential.

In this new era of conservation and energy consciousness, it is appropriate that Dallas, one of the nation's newest, most modern cities should channel its collective resources on the selective recycling, restoration and preservation of the best of its past.

DALLAS: AN ARCHITECTURAL HISTORY

THE PAST--A KEY TO THE FUTURE

To celebrate and enlarge the present, Kevin Lynch has observed, requires making connections with both past and future. In Dallas, connections with the future are all around us--One Main Place, D-FW Airport, La Reunion, the Municipal Building, all were built with the future in mind--but connections with the past are more difficult to establish. "It isn't that Dallas has no past," Ada Louise Huxtable has written, "it just isn't there." Huxtable exaggerates, but only a little. Only a very few nineteenth-century structures remain; several early twentieth-century buildings still stand although many have been torn down in the last twenty years. Those still standing include several which deserve recognition, both for the sense of place they offer and for their portrayal of Dallas' growth from a small regional trade center to a major American city.

Cities like Dallas are dynamic places; they are constantly changing. New activities develop, modern buildings are constructed, new areas are absorbed. The great urban areas of the world--Paris, London, Amsterdam, New York--are all changing, but they share another characteristic as well: amidst the constant change and growth, selected structures are preserved and cherished as the visual landmarks for future generations. It is this thoughtful blending of old with new that makes these cities vibrant, truly exciting visual experiences. Although much of Dallas' past has been destroyed, some in thoughtless ways, this blending of the old and new is still possible.

A FRONTIER OUTPOST

Dallas, much like other fledgling communities, began as a tent and log cabin town (symbolized by John Neely Bryan's reconstructed log cabin in the heart of downtown). The desire to establish an aura of permanence and stability in the frontier outpost resulted in the construction of substantial structures at an early period, but only a few pre-Civil War structures still exist.

"Millermore," a Greek Revival mansion built in 1855 and now relocated to Old City Park, is the most prominent. But Greek Revival mansions were far from numerous in pre-Civil War Dallas; log cabins along with a few frame buildings constructed with lumber hauled from Jefferson or Houston were the most common type of structures, and many of them were destroyed by fire in 1860. (Dallas' first saw mill was built in 1855.)

A COMING OF AGE, 1872

It was not until the railroads arrived in 1872 and 1873 that Dallas clearly established its character, architecturally and otherwise, as a trade and banking center for the entire northern half of the state. Until the railroads, Dallas could be reached only after weeks of long and arduous travel in stage coaches--periodic attempts to navigate the Trinity were never really successful--and goods which had to be shipped from Houston and Jefferson by ox-drawn wagons took months to arrive. With railroad connections, Dallas quickly became the trade center for a large and rapidly developing agricultural region which included the northern and central regions of the state. Cotton and buffalo hides were two of the most important commodities shipped out of Dallas, while agricultural implements, hardware, saddlery, and dry goods were brought in for distribution throughout the trade region.

"Dallas has always been a city with its excuse for being that 'you can get things there,' A. C. Greene has written (Dallas: "The Deciding Years"), and by the 1880's the city had begun to look like the trade and banking center that it was. The rapid delivery of goods from the East and Midwest and the shipment of agricultural products in return meant that large warehouses of farm implement distributors, hardware and dry goods wholesalers, department stores and bank buildings were adding their impressive brick and stone facades to the urban scene.

Because the railroad had opened up connections with St. Louis and Chicago, it was those cities that Dallas was beginning to resemble. Many of the new enterprises were branches of St. Louis and Chicago firms; thus the buildings were often designed by architects from St. Louis or Chicago. They, of course, reflected the prevalent architectural forms and technology of those centers of Midwestern American culture.

The connection to St. Louis and Chicago began a relationship which lasted well over half a century and involved cultural as well as economic influences. Architecturally, the influence is most obvious in some of Dallas' most prominent older buildings--the four buildings that make up the Sanger Bros. complex and which now house El Centro College are good examples. The older buildings in the group--one was built in 1884--represent some of the best examples of Richardsonian Romanesque still standing locally. As architectural historian D. B. Alexander has observed, "they form a significant historical progression from the Richardsonian of the older buildings to the Sullivanesque of the later Sangers' buildings--in effect, a comparative view of the two stages of the Chicago School."

Two of the most significant nineteenth-century buildings left in Dallas-- the Dallas County Courthouse and the First Baptist Church--also illustrate the influence of the East and Midwest on Dallas architecture. Both buildings were begun in 1891, and both, although derivative, are bold architectural statements which reflect the convictions of their builders.

The courthouse--"Old Red"--forms the most important architectural monument of the downtown area and has long been a focal point for the western approach to the city. An example of the Romanesque style popularized by Henry Hobson Richardson, it bears a striking resemblance to Richardson's Alleghany County Courthouse in Pittsburgh. It also resembles the libraries, town halls, and other public buildings Richardson built in Massachusetts in the preceding decade. Built of granite and red sandstone, it was designed by Orlopp and Kusener of Kansas City.

The red-brick and stone First Baptist Church, built by Albert Ulrich, is a free mixture of Gothic and Romanesque forms which recalls the work of Frank Furness of Philadelphia. "The work of Furness," according to Alexander, "was characterized by a bold and free interpretation of medieval forms." The venerable old church building still stands at Ervay and San Jacinto in the center of a two-square block complex of church-owned buildings.

Midwestern influence, particularly the Chicago School of Architecture, is also evident in the warehouse district that developed in the early 1900's near the railroad yards at the west end of the commercial section of the city. The Chicago School, the name given to the style of architecture associated with Burnham and Root, Louis Sullivan and other Chicago architects of the 1880's

and 1890's, had created a new vocabulary of structural possibilities for everyday buildings. The "skyscraper," made possible by steel construction and the elevator, was the most significant architectural innovation of the Chicago School. The structures in the warehouse district--although with structural systems of wood not steel--are obviously Chicago School derivations.

The design significance of the warehouse district is, however, not so much in the quality of design as it is in the strong forms of the buildings, the straightforward expression of materials, and the interesting spaces which are created by the buildings, the streets, the tracks, and the loading docks. Several of the buildings do have considerable architectural merit and are deserving of a special mention.

The Southern Supply Warehouse, for example, resembles the Marshall Field Warehouse in Chicago, one of the great buildings of its type. The Dallas copy is a handsome building and has recently been facelifted. The Purse and Co. building, designed by Dallas architect J. A. Padgett, is one of the finest examples of the Chicago School built in Dallas. Padgett was clearly influenced by Louis Sullivan. The Katy Building, home since 1911 for the Missouri-Kansas-Texas Railroad, is another historically significant building in the warehouse district, as is the Texas Schoolbook Depository. The Katy Building is also undergoing renewal and will continue its historic association with the MKT as headquarters for the railroad.

A few blocks up the street from the warehouse district is the Wilson Building, a building of the first decade which is not so advanced stylistically

as some of the warehouse buildings but which does reflect the main-stream of American architecture. Designed by Sanguinet and Staats of Fort Worth, it was built in 1902 at a cost of \$600,000. "The finest building south of St. Louis," it was acclaimed, both because of the solidity of its construction and the richness of its design. With eight floors, this Beaux Arts specimen was also the tallest building in the state. It reflects the influence of Chicago's Columbian Exposition of 1893 in its extremely rich Renaissance Revival detail of the exterior. The building was the subject of a recent study into possible uses by the Rhode Island School of Design.

An equally important representative of the Chicago influence in Dallas is Trinity Methodist Church, a handsome tan-brick structure with lovely stained-glass windows. Located at the triangle formed by the intersections of McKinney, Pearl, and Thomas Avenues, the church occupies a point midway between downtown Dallas and the Oak Lawn neighborhood. Now a district of used car lots, boarding houses, and light industrial developments, the lower McKinney Avenue neighborhood in the early years of the century was among the finest neighborhoods in Dallas.

Built by the local architectural firm of Flanders and Flanders in 1903, the church represents a unique combination of three architectural idioms: Prairie Style, Sullivanesque, and Gothic. The last worship service was held in the building in 1974, but its future appears secure as it will be utilized as an educational center for the performing arts in musical theater and dance.

DALLAS SURBURBIA, CIRCA 1870 - 1915

The neighborhood around Trinity Methodist Church was one of several residential areas that had begun fairly early to develop beyond the original plat of Bryan's town. In fact, Dallas' first suburb, the Caruth Addition, had been developed nearby. William Caruth, who had begun to dabble in real estate after coming to Dallas in 1848 as a storekeeper, opened the area--located north of Bryan's townsite between Carondolet (Ross) and the McKinney Road and from Lamar over to Orange (now Field)--in 1852. No tracts of the early suburb remain although William Caruth's descendants are still major landholders and developers in Dallas. At one time the Caruth family owned almost all the land between what is now Inwood Road and Abrams Road from the vicinity of Northwest Highway all the way to downtown.

By the 1870's, Maple Avenue, also near Trinity Methodist Church, was another fashionable address, and in 1890, the "showplace" of Dallas went up on Maple. Built for George Dilley at a cost of \$40,000, the Dilley Mansion featured shingled turrets, Moorish arches, and elaborate detail. Torn down long ago, the Terrace House now occupies its site.

The most fashionable residential area, however, was the Cedars of Ervay, laid out in 1871, and inhabited mainly by the "terminal merchants" who came to Dallas with the railroads in 1872. The area, which lay southeast of the pre-railroad village between Akard and Harwood from Canton south to Browder Springs, got its name from the large numbers of Cedars growing there. Traces of the neighborhood still remain.

Living in the Cedars was the entrepreneurial class of Dallas, families who

recognized their status as community leaders, trend setters in the economic, political, and social development of the city. George Aldredge, district judge from 1878 to 1888, was a Cedars resident, as was Robert Cowart, a brilliant lawyer. Judge Sawnie Robertson, youngest man ever to sit on the Texas Supreme Court, lived in the Cedars, as did the brothers Sanger, Philip and Alex. Belle Boyd, girl spy for the Confederacy, also had a home there.

The Sangers, perhaps more typical Cedars residents than Miss Boyd, arrived in Dallas with the railroad in 1872 and quickly made Dallas their base of operations for a growing chain of stores. At the end of the eighties they had both erected "mansions" for themselves in the Cedars. These were on the old Miller's Ferry Road, by that time re-named Ervay Street after the Mayor who had defied carpetbag rule in the state. The two houses were within three blocks of each other. Built of wood with spacious galleries and elaborate decorations, they were truly elegant for their time.

On July 1, 1872, Alexander Sanger and ten other men formed the Hebrew Benevolent Association, the immediate forerunner to Temple Emanuel El, and with the establishment of Temple Emanuel El in 1875, Dallas became identified as an outpost where Jewish merchants could gain a foothold. Temple Emanuel El was first located on Commerce and Field and in 1899 moved to a new site at St. Louis and Ervay in the Cedars area.

By 1913, the congregation had grown so fast another move was necessary--this time to a site at Harwood and South Blvd. in a new addition called the Edgewood neighborhood. The Edgewood neighborhood represented a logical and

anticipated expansion from the Cedars area. By the turn of the century, the Linz and Dreyfuss families, prominent Dallas merchants, had constructed substantial homes fronting each other in Edgewood, on Ervay off South Blvd. The demand for spacious lots, near but not too near downtown, was aided by the advent of the automobile, and the South Dallas area thrived.

Homes constructed in the Edgewood area were substantial structures, yet liveable and utilitarian. Ornate interior detailings and carvings were reminiscent of a European, typically German style. The wide tree shaded lawns and broad streets and parkways provided considerable space for children to play outside and for neighbors to socialize.

But over the years, as the original owners moved out of the Edgewood area, many of the houses were allowed to deteriorate or were razed for apartment construction. Today only a few of the lovely old homes remain in an area outlined by Central Expressway to Oakland Avenue along both South Blvd. and Park Row. Now a black neighborhood, the area's residents have fought to retain single-family status. South Blvd./Park Row has become a designated historical district, and the City is working actively with the neighborhood association to develop a plan and program for the beautification and continued revitalization of this South Dallas neighborhood.

Other residential areas were developing along Ross Avenue from Lamar to beyond Hall Street, along lower Greenville Avenue and in present-day Oak Cliff in a section called Zangs Crystal Hill. (When the Oak Cliff area opened in 1886-87, it was served by steam-powered trains crossing the Trinity Valley on the first elevated bridge in the South.) Neighborhood shopping

areas, commercial nodes, and suburban churches are present-day identifying marks for these early neighborhoods.

THE CORPORATE IMAGE IS BORN

Back downtown at the turn of the century, Dallas was evolving into a banking and financial center as well as a headquarters for numerous corporate enterprises. This development is symbolized by several of the most handsome and venerable buildings in the downtown area, buildings which, to some extent, shifted away from the Chicago School and Louis Sullivan's search for new forms of expression and returned to the academic eclecticism of the Ecole des Beaux-Arts.

One of the most important buildings of this period is the Adolphus Hotel, designed by the St. Louis firm of Barnett, Hayes, and Barnett. Built in 1912 for Adolphus Busch of St. Louis, the hotel reveals the continuing influence of that city on Dallas architectural and economic life. Texas was the first state into which Busch shipped his famous beer in new refrigerator cars that were re-iced at sidings along the way. The reception Texans gave to his cold beer convinced him to buy 90% of the corporate shares for a big, modern hotel.

Busch's Dallas hotel, generally modeled after Chicago's Blackstone Hotel, cost a near scandalous \$1,870,000. Combining stone, dark-red brick, slate, and copper in a Neo-Baroque style, the Adolphus was built at a time when builders could afford to be lavish. (Local architects in the early years called it the "Queen Mother,") The Adolphus is still the richest architectural expression in the City.

Busch also employed the same architectural firm to design a Dallas office building. The Busch Building, later known as the Kirby Building, on Main and Akard was completed in 1913. The skyscraper is unique in that it is a very early use of the Gothic style for high-rise buildings. Cass Gilbert's Woolworth Building in New York was built at the same time and is acclaimed as one of the earliest skyscrapers to use this style. Both buildings were designed at the same time so it is unlikely that the Woolworth Building was an influence on the Busch Building which makes it all the more important as one of the two innovative buildings in this style.

Dallas in 1913, after keen competition with other cities in the Southwest, secured one of the twelve regional offices of the Federal Reserve Bank System, a tremendous boost for a small (only about 100,000 persons) metropolis. A. C. Greene points out that "Not only did it mean that Dallas got her name printed on a good many Federal Reserve notes; it bolstered the financial community of Dallas and, in time, was a major factor in making Dallas the Financial center of the Southwest." (Greene, p. 41)

The bank itself opened in a six-story building at Commerce and Martin (later home of the Chamber of Commerce) and moved into its new building at Akard and Wood in 1921 where (with additions) it has remained, in Greene's words, "like an aloof fortress in downtown Dallas." (p. 41) Designed by Chicago architects Graham, Anderson, Probst, and White in a neo-classical revival style, the building incorporates classical tenets and ornamentation in a somewhat eclectic manner to produce the desired richness and complexity of form.

Other downtown buildings, including the Scottish Rite Temple (1907), the

First Presbyterian Church (1912), City Hall (1912), the Union Terminal (1916), represent the dominant influence of the classic orders in one form or another on architectural design, a trend set in motion by the World's Columbian Exposition in Chicago in 1893.

Union Terminal was designed by a Chicago architect, Jarvis Hunt. Construction began in March, 1914. When the terminal opened October 4, 1916, it had cost \$5 million--the costliest building in Dallas history to that point. It was built at a time when passenger service on American railroads was at its peak, and large stations like Union Terminal represented in many ways the height of technical and cultural achievements for the public benefit. The most rapid and luxurious form of travel, the greatest degree of activity, the most imposing architectural features were brought together at the major municipal stations.

Handling eighty-five arrivals daily in 1916, Union Terminal throughout the early part of the twentieth century played a major role in the commercial and social life of the city. Soldiers returning from WW I came through Union Terminal, candidates for public office met their constituents there, and until it closed in 1969, it was for thousands of people the gateway to Dallas. Union Terminal re-opened in 1974 with the inauguration of Amtrak rail passenger service and is now the focal point and landmark for the \$210,000,000 Reunion project undertaken by Hunt Investment Corporation. Again it will be the bustling transportation center its designers envisioned. Downtown was at its peak in the first three decades of the twentieth century; it was the focal point of the city perhaps in a way it will never be again.

Downtown, as A. C. Greene has pointed out, was "where everyone went to shop--the only place you shopped. There was a garment district, a banking district, the Elm Street theater district, and other areas where you could be sure certain things would (or would not) take place." (p. 35)

The jewel of the Elm Street theater district was the Majestic, a classic example of the opulent show house so popular in America during the first quarter of the twentieth century. Designed by noted theater architect John Ebersson, the Majestic opened on April 11, 1921. The structure's appearance combines a French Renaissance Revival facade with a decidedly eclectic Baroque interior. Fronted on Elm Street and extending through the block to Pacific with a width of from 100 to 110 feet, the theater occupies 21,200 square feet of land in downtown Dallas. The building is five stories tall.

Built for pioneer theater owner Karl Hoblitzelle, the Majestic has had an illustrious history as a theater for both vaudeville and motion pictures. It closed in 1973, and was given to the City of Dallas. Plans are to make it a center for the performing arts.

SWISS AVENUE: "THE CITYMAN'S HOME"

Development of residential areas was also continuing. In 1905, the Dallas Morning News announced the opening of Munger Place, a 140-acre residential development founded by R. S. Munger, a late-nineteenth century pioneer in the manufacture of cotton gins. The Munger family, according to the News, expected the area to be the "grandest residence section in the entire Southland." The eight-block Swiss Avenue section of Munger Place (now the Swiss Avenue Historic District) remains as a vital historic link with this early

Dallas development.

Munger Place was the third Dallas area within the city to be developed as an "exclusive residential district." Special features of the district insured the most modern conveniences for its residents. Lots in Munger Place, for instance, were raised to four feet above street level so that water, sewage, telephone, and electric lines were installed in alleys. The streets were paved, parkways were landscaped, and sidewalks were concreted. Munger Place was also convenient to the central business district.

There were no zoning laws prior to 1927, so Munger accomplished his dream of an "exclusive district" by placing certain restrictions as to cost, construction, landscape, and architecture on all residences, thus creating the first restricted development in Texas. Along Swiss Avenue a \$10,000 cost minimum was placed on all houses. Residences were to be two-story, facing the same direction on the street, and at least 60 to 70 feet from the front property line. Lots were sold only for residences; stores and shops were restricted to specified locations.

Munger Place, like the Cedars several years before, attracted those politically and civic-minded individuals conscious of their identity with Dallas. Along Swiss Avenue were the residences of persons involved in every phase of Dallas' growth: bankers, business leaders, lawyers, doctors, as well as two mayors.

GROWTH OF THE NEIGHBORHOOD

As residential neighborhoods continued to expand, neighborhood shopping centers, by the 1920's, had begun to develop. These well planned shopping areas

fulfilled the need for neighborhood drug stores, grocery stores, and other shops. They were frequently characterized by a unified architectural treatment. Although most of these shopping centers have suffered changes, particularly in terms of signs and street-level re-facings, many of them retain a considerable amount of their original charm. The Lakewood Shopping Center, the stores in Casa Linda and Highland Park Village (although not in the City of Dallas) and along Knox Street are typical. Knox Street was particularly characteristic of these local neighborhood commercial centers. The ubiquitous neighborhood pharmacy, movie house, gas station and restaurant facilities combined with the Park Cities' train station to provide a pleasing small town atmosphere. Unfortunately, the area has been greatly eroded over time by both loss of buildings and facade redesign.

Unlike the vast shopping malls of today, these were strictly neighborhood centers, providing both shopping facilities and social areas for their neighborhoods. They did not compete with the large department stores downtown, and that area continued to serve as the major shopping district--indeed the undisputed focal point of the city.

A SECOND COMING - THE ROARING TWENTIES

Downtown, the most prominent landmark in Dallas history appeared in 1922 when the 33-story Magnolia Building, with its Flying Red Horse sign, was finished (the sign came slightly later, but immediately became the Dallas trademark). The Magnolia Building (now the Mobil) remained the tallest structure--"with or without the horse, which is three stories tall," A. C. Green points out--in Dallas for nearly twenty years. Designed by Alfred C. Bossom, an English architect, in the prevailing Beaux Arts style, the

building's height and the vertical division of the facade gave it a towering aspect. For years airline pilots approaching Dallas used the flying red horse as a landmark.

By 1930, local architects were abreast of national architectural fashion--characterized by the Art Deco style made popular by the Paris Exposition of 1925. In 1930-31, the firm of Lang and Witchell, which had begun in Dallas in 1905, produced two of Dallas' finest Art Deco buildings, the Dallas Power and Light Company Building and the Lone Star Gas Company Building. With their clean, functional use of glass and chrome, the buildings are forerunners of today's glass and concrete towers. Both are still in use.

Art Deco found expression on a larger scale with the 1936 Texas Centennial Exposition in Dallas. For the Centennial, the fair grounds, which Dallas for some time had called the State Fair of Texas, were enlarged and filled with numerous new buildings designed in a style which at the time was still unfamiliar to most Texans.

DALLAS TODAY: AN IMAGE OF THE PAST, AN EYE TO THE FUTURE

The 1940's were, of course, marked by WW II, and except for the 38-story Mercantile Bank Building downtown, significant building was curtailed until the latter years of the decade. The years after the war, however, produced vast changes in public attitudes and private needs--rapid development in North Dallas, the growth of sprawling suburban communities, development of industrial office corridors along LBJ Freeway and Stemmons Freeway along with a dispersal out of the central business district--all of which are reflected in today's architecture. We are too close to evaluate objectively

the architecture and planning from 1950 to the present; although, two structures designed by Frank Lloyd Wright, possibly the most important architect this country has produced, should be mentioned.

In 1958, Wright designed a private residence in North Dallas for John N. Gillin. Described as "one of the finest residential examples of organic architecture" (The Prairies' Yield), the house is also one of Wright's largest. With rugged stone and glass walls covered by a low copper batten roof edged with embossed fascia, the house is a sprawling, horizontal castle. The backyard view is of a typical Texas limestone creek bed. The Gillin home is the only residence Wright designed in Texas, although his influence has long been notable in the Prairie type of residence so popular in Dallas in the early years of the century.

In 1959, Wright designed the Kalita Humphreys Theater, the only theater he ever designed. Set in a beautiful wooded area on Turtle Creek Parkway, the theater is typical of Wright's later period, the same period which produced New York City's Guggenheim Museum. Its smooth stucco surfaces and rounded central element are comparable to the Guggenheim.

Wright's strikingly beautiful theater is perhaps an appropriate symbol for contemporary Dallas, a relatively new, thoroughly modern city. Enough of the past still exists, however, to create that vibrant and diverse environment typical of great cities. Few cities, for instance can boast their very first structure; Bryan's log cabin sitting prominently on the Courthouse green is testimony to the City's growth and development from its wilderness origins. The Warehouse area dates from the City's emergence as a trade and manufacturing center; Swiss Avenue and South Boulevard are proud reminders of early

exclusive neighborhoods; White Rock Lake and Fair Park are recreational legacies. And there are others.

The City Planning program recognized the importance, both visually and economically, of recycling irreplaceable structures. For a downtown to have vibrance, for neighborhoods to prosper, there must be the diversity that is created when past and present mingle; thus the City has committed itself to an active program in historic and landmark preservation. As Ada Louise Huxtable has put it, "You don't wish the old city away; you work with its assets, allying them to the best new building for strengthening relationships for both." A dynamic Dallas will be a city of chrome--and logs; reflective glass--and bricked arches.

ISSUES AND ANSWERS

The City of Dallas activities in landmark preservation has now been operating for several years. Although effective and practical in achieving the basic objectives of selective preservation and neighborhood revitalization, it behooves those concerned to carefully consider the program. Experience has demonstrated that the public's appreciation for historic preservation has changed and broadened considerably since the original formulation of the ordinance in 1973. For the program to continue to be responsive and effective, a careful analysis is necessary. The following two sections are candid essays designed to focus attention on future directions for growth.

In this chapter the planner involved with the daily workings will outline his thoughts and offer suggestions for possible modifications. The chapter following will be an "outsider's" perspective. A news reporter, assisting on a part-time basis with the preparation of the preservation plan and therefore familiar with the overview, has conducted a series of interviews with the public (historic district owners, residents and others) to ascertain their sentiments. The juxtaposition of the two essays should enable the planners to more effectively serve the public through an approach reflective of the joint concerns expressed in this study. In this manner the program can continue to grow and serve in response to the current mandate.

The City Government & Preservation: A Commitment Met

Implementation of a successful and effective preservation program requires a comprehensive yet flexible legal document, the support and cooperation of affected commissions and agencies, and of course, public endorsement.

The City has demonstrated its commitment in a number of ways.

The willingness of the City Council to support recommendations of the Landmark Committee and Plan Commission has been evidenced on numerous occasions. Its tenacity in pursuing legal challenges, the inclusion of capital improvements for historic districts in bond programs, actions to acquire the Landmark Union Terminal Building, allocations of federal funds for building codes adaptability to preservation, the architectural landmark survey, and the preservation plan are all important actions funded by the City.

City agencies, with the Department of Urban Planning serving as the principal administrator and representatives of the Park and Recreation Department and the Department of Housing and Urban Rehabilitation, assist the Landmark Committee. When necessary other departments including the Offices of the City Manager, the City Attorney, the Fire and Police Departments, Library Services, Public Works, Street and Sanitation, the Tax Department and Transportation Planning offer expertise and assistance.

The close relationship established between the appointed and elected officials and the administrators, and the diverse professional resources available throughout the City staff and the general public have all contributed substantially to the accomplishments of the preservation program. In a city relatively bereft of its early history, a great deal has been accomplished in a short period. Much, however, remains to be done.

The public's awareness and support are at an all time high. The successes achieved on Swiss Avenue, the first city designated area, has served as a model and stimulus for subsequent activities. Formerly neglected areas throughout the City, inspired by the Swiss Avenue example, are requesting recognition and responsive zoning. The validity of this revitalization

impetus is unquestioned. The concern is the maintenance of high standards for proposed historic districts and sites and continued service and attention to previously designated and eligible areas.

Determining Eligibility

As mentioned previously, Swiss Avenue has served as a model for City landmark designations. The rezoning of this inner city predominately single-family neighborhood, encouraged local bankers to offer loans enabling families to restore the old mansions. In a short period of time the Swiss Avenue District, aided by considerable publicity and a well organized and highly motivated neighborhood association, was well on its way back to its former halcyon glory. As is often the case with a successful program, particularly one with a strong appeal to prestige and property value, public response had been considerable.

ISSUE: HOW CAN THE PROGRAM BALANCE COMMUNITY REQUESTS FOR DESIGNATION WITH A NEED TO MAINTAIN HIGH STANDARDS FOR ELIGIBILITY?

The City must be responsive to citizen requests for landmark designation. Public support, however, cannot by itself justify granting landmark recognition. Initial action must be taken to study sites proposed in the city-wide survey listing. Areas found inappropriate for designation should be carefully documented giving specific reasons for inaction. Additional sites not listed may be considered if an emergency situation occurs that requires rapid action.

On occasion, individual blocks may be added to pre-existing districts should the situation warrant action.

Buildings and districts eligible or previously listed in the National Register of Historic Places should receive early consideration for local designation.

A formal procedure for determining landmark eligibility should be drafted. Included in the study would be a scoring system that could subjectively rank a site's merit. The procedure would include the following steps:

- site recommended for consideration
- owner(s) contacted by Landmark Committee and/or staff to determine status and sentiment
- site rated on eligibility; if action warranted
- report to Survey Task Force; if action warranted
- report to Landmark Committee; if action warranted
- report to City Plan Commission; if action warranted
- report to City Council

The public should be educated to the basic eligibility requirements and philosophy of the program. Often other zoning options might prove to be more appropriate. Education should occur through reports and publications, meetings and formal presentations. The concerned public (affected property owners residences, etc.) must be made aware of all possible actions, responsibilities and requirements prior to the final designation action.

Wherever practical, individual citizen and civic groups should be utilized to assist in preparing the supporting data; professional groups including AIA and AIP might offer support.

The Preservation Plan should serve as a guide to the public, as well as the City agencies and committees involved to direct and assist in the deliberations.

ISSUE: GIVEN THE LISTING OF SITES AND DISTRICTS IDENTIFIED AS ELIGIBLE UNDER THE CITY-WIDE SURVEY, WHAT ARE THE CIRCUMSTANCES THAT SHOULD BE CONSIDERED IN DETERMINING AN ORDER OF SELECTION?

It is to be hoped that the entire listing of areas can be acted upon within a two year period following completion of the Preservation Plan. A detailed notification procedure and work program should be drafted at an early date to provide for this time frame. All sites included on the list would be evaluated. It may be decided during this process that designation should be delayed or denied. Factors to be considered in the order of site selection shall include:

- compliance with eligibility criteria of landmark ordinance
- obvious public recognition as a landmark and public support
- economic feasibility - although some buildings may be of architectural and historic value, the costs of retention may be unrealistic and prohibitive. Efforts should be directed at feasible solutions, and the burden of hardship must be considered and adequate compensation through the public process should be granted where other alternatives have been exhausted (and preservation is essential.)
- potential for renewal--often an eligible building or district may be of value for its catalytic affect on the revitalization of a neighborhood. Efforts should be directed at encouraging the retention of these areas for their obvious public benefits. Conversely other properties, while historically significant may be deteriorated to the point beyond salvation. Realistic alternatives must be jointly agreed to by preservationists, owners and affected neighbors. The City may exercise its power of eminent domain with due compensation where necessary.
- eminent danger of loss due to destruction--endangered buildings should be quickly evaluated for merit. Where warranted, a moratorium on demolition for 240 days should be issued by Council resolution. This should not necessarily be construed as action to declare the building a landmark, but the action should be applied where negotiations and time is required.
- relation to other city committed plans--often a building or neighborhood's retention will be of direct benefit (or

hindrance to other plans or programs. All activities in the area must be determined at an early stage to avoid confusion, delay and confrontation and promote integrated and responsive planning.

- ability of the City to deliver--the City must be cognizant of its responsibility to properties designated as landmarks. As the areas and sites have been recognized as irreplaceable and in the public interest to preserve, the City and its individual departments and commissions must view these properties with special interest. Capital improvements including street and alley repair, public lighting and possibly additional street hardware (benches, kiosks, plantings) should be directed to the location. As these areas are unique to the City, special design considerations for landscaping, paving and lighting should be considered (where appropriate.) Maintenance through litter removal, landscaping and code enforcement (balanced with a realistic and individual assessment of code compliance) must be exercised. Special events, ceremonies and festivities should be occasions where affected city agencies work with property owners to assure a beautified environment. Areas where City efforts will not have a noticeable affect due to either extremes of low or high maintenance, may not receive high priority attention for designation.

ISSUE: ONCE DETERMINED THAT A SITE (OR DISTRICT) IS ELIGIBLE FOR LANDMARK DESIGNATION, WHAT PROCEDURES CAN BE FOLLOWED TO QUICKLY GRANT THE STATUS?

A definite procedure must be outlined detailing the entire process. Much of the time required for the study involves ordinance preparation, particularly the design criteria. A sample design format has been developed.

This should expedite the procedure considerably. The Design Division should work closely with the Zoning Division and the Office of the City Attorney. This will familiarize all agencies involved, with the objectives. Wherever possible, owners and interested parties and professional groups may assist in preparation of primary data material including history and field notes.

Project Formulation: Drafting the Ordinance

The Dallas program has placed its primary emphasis at revitalization on the

district scale. Designation is granted as a measure to halt further encroachment on design and historically sensitive areas. Diverse and incompatible uses as well as inappropriate new construction would not be permitted to further erode the unique neighborhood assemblage.

ISSUE: WHAT ARE THE BASIC CONSIDERATIONS INVOLVED IN THE DETERMINATION OF DISTRICT BOUNDARIES?

Determination of proper boundaries for inclusion within a historic area is a critical question facing the planners. Care must be taken to include all that is worthy of preservation, but the possibility of weakening the concept of "historic landmark" must not be compromised.

The following considerations must be met for inclusion within a historic district (this applies equally for additions to an existing historic area):

- compliance with eligibility criteria specified in the enabling landmark ordinance.
- assurance that the specific design criteria enumerating elements worthy of preservation are relatively consistent throughout the district. If this is not the case, the planners might suggest either subdistricts, two or more designations or deletion of portions of the study area.
- linked closely with the previous observation, the proposed district should have an overall design consistency. Reasonable consistency must be visible in terms of scale, massing, material, spacing, setback and perhaps color.
- relationship to natural and other borders and barriers: water, terrain change, boulevards, diverse uses, and obviously physical design transitions.

- an overall consistency of uses should be evidenced. Residential uses should not generally be juxtaposed with commercial or other more intensive uses. The exception would be a historically mixed locale, common to many inner city areas. The mama-papa grocery with the upper level living quarters and other neighborhood services would be appropriate as would center city mixed uses, where physical/visual cohesiveness is satisfied.
- easily definable - Wherever practicable, boundaries should be drawn on streets and alleys. The discontinuous district and the mid-block cut off should be avoided as this is inconsistent with a principal program objective of developing the "total" neighborhood. Unprotected pockets are often prime areas for redevelopment to incompatible uses and designs. Often a traditional boundary is generally recognized or discernible. Assuming other factors are satisfied to a reasonable degree, the traditional boundary should be accepted.
- potential for reversal of decline - If landmark status can assist and encourage revitalization, the tool should definitely be considered. Those concerned must evaluate all options legally available and the most appropriate vehicle for accomplishing the ends of rejuvenation. Historic designation should not be given to an area simply because it has been rediscovered and renewed. Genuine design and historic merit must be discernable. Conversely, programmers should not be overly conservative in granting requests for designation

(assuming merit exists) as the landmark status has repeatedly demonstrated its value in developing pride and interest. As large an area as possible (justifiable on design and political grounds) should be strived for--wherever possible sites should be drawn to include entire blocks. Districts are of greater design importance for cohesion and revitalization than individual and isolated sites.

- community input and support - Finally, but certainly one of the primary considerations, is the public (particularly the affected property owners, residences and tenants) acceptance for rezoning. Experience has repeatedly demonstrated that the designation can have no affect on a public that is unsympathetic. Regular meetings and discussions, brochures, slide talks and other modes of information sharing should be actively used to inform the public. Residents should not be expected to endorse the program prior to an orientation to the responsibilities of living within a preservation area.

ISSUE: HOW SPECIFIC SHOULD THE PRESERVATION CRITERIA BE TO SATISFY THE PROGRAM OBJECTIVES?

Dallas' situation is somewhat unique in the field of historic preservation. Because of the relatively recent vintage of its structures, the program's emphasis has not been placed on maintenance of strict design integrity. Rather the focus has been directed to retention of overall district qualities and encouraging, and permitting actual improvements to the original plans and detailings. The criteria developed relates to a structure's (new or redeveloped) compatibility within the larger context. Detailings including: window type (but not

dimension of the opening), decorative hardware and original color scheme-- are not ordinarily given high priority in the legal requirements. The Landmark Committee and staff are available for consultation and advice, but the owner is not legally bound. Greater attention to detailed architectural elements may be directed at specific site designations if the situation merits or at an owner's request the ordinance can be drafted to reflect this degree of preservation. It is the current feeling, however, that the criteria should be flexible to provide a wide enough latitude for individuality without compromising district design as well as historic integrity.

ISSUE: CRITICAL ARCHITECTURAL ELEMENTS MAY NOT BE RELATED TO THE BUILDING PERMIT PROCESS, AND THEREFORE NOT SUBJECT TO CERTIFICATE OF APPROPRIATENESS REVIEW. WHAT ACTIONS NEED TO BE UNDERTAKEN TO INCLUDE THESE AREAS OF CONCERN?

Currently the certificate of appropriateness for proposed work in a historic district is tied to the building permit application. Where no permit is necessary, controls are nonapplicable. This should be remedied.

The Landmark Ordinance should be amended to separate the procedure required for building permits and work in historic areas. All exterior work in historic areas should be presented for review by the Landmark Committee. This body in conjunction with the staff planners should make the determination on the need for a certificate of appropriateness based on the Preservation Criteria of the particular landmark ordinance. At this level, decisions referring to maintenance may also be made. Proposed work of a maintenance nature (with the exception of paint and total reroofing) involving basic replacement or repair might be excluded or reviewed only by the Landmark Committee.

ISSUE: THE PRESERVATION CRITERIA HAVE BEEN DEVELOPED TO SUGGEST LIMITS OF CONTROL RATHER THAN TO DEFINE IN ABSOLUTE TERMS. FOR EXAMPLE, COLOR IS OFTEN AN IMPORTANT ELEMENT CONSIDERED , HOWEVER, SOME COLORS MAY BE MORE PREFERABLE IN CERTAIN SITUATIONS THAN OTHERS, ALTHOUGH MANY ARE LEGALLY PERMISSIBLE. WHAT ACTIONS CAN BE EXERCISED TO SELECT A "BETTER" OPTION RATHER THAN A LEGALLY ACCEPTABLE ONE?

Many decisions in design review are subjective in nature. The green fence over the red, the white shutters rather than beige, are difficult to defend in other than aesthetic terms. Often contemporary tastes run counter to historic requirements. The Ordinances should not be overly specific or unduly restrictive to cover for all situations. Although the designated area is a public resource, it must be remembered that the private owner (in most cases) bears the financial burden for preservation. Unless public money is used for specific functions (i.e. light standards) or direct acquisition, the City should permit as much individual flexibility as is reasonable. In the specific example of color, the Munsell Color Code, has been used to provide a wide range of permitted colors. Education and design assistance should also be a matter of routine. A meeting between applicant and the Landmark Committee and/or staff should be arranged. District character and historic integrity are matters that might be mentioned. National Register grant applications providing matching funds for restoration are another potential area for leverage. The local preservationists should work closely with representatives of the Texas Historic Commission to insure that the programs are mutually supportive.

Post Designation: Administering & Rethinking

In many preservation programs, following the designation and placement of a plaque, the City's involvement becomes relatively passive. The Dallas program, with a primary emphasis on preservation as a means of revitalization does not generally follow this quiescent post-designation posture. In the period following designation, the process of implementing public improvements, co-ordinating various city agencies and design review of building permits require considerable time. The program is distinctly divided by two related, but diverse activities--predesignation selection and planning and post designation implementation and program administration. The Dallas program has matured from its early period of development to an adolescent stage involving a mixture of planning, design, implementation and administration. New issues and concerns have evidenced themselves.

ISSUE: OFTEN NONCONFORMING USES ARE FOUND IN PROFUSION IN OLDER NEIGHBORHOODS TRADITIONALLY CONSIDERED ELIGIBLE FOR PRESERVATION.

HOW SHOULD THESE USES BE TREATED?

Nonconforming uses are departures from the activities permitted within an area. They can be of two types, legal and otherwise. Legal nonconformities occur when uses permitted in an earlier zoning have continued. Illegal nonconformity includes all the uses that have occurred in the area in violation of the zoning. The principle of removing all nonconforming uses from a historic area is unsound and illogical (and may be illegal if the use has precedence to the current zoning). It is precisely the quality of diversity that makes a neighborhood interesting, challenging and desirable.

The issue, then, is not removal, but rather selection. Uses that are indeed inappropriate and destructive to an area such as a used car lot or auto repair shop adjacent to single family units should be ceased. In the predesignation study, a comprehensive land use study should be conducted in conjunction with a design analysis. Structures should be considered for their adaptability to alternate uses as well as historic or original function. The preservation of an old church through conversion to a garage, can at best be only a short term gain.

The historic zoning ordinance provides for uses in addition to the base zoning. This permits a site to be zoned for all its possible uses consistent with retention of the basic character of the building and revitalization of the surrounding area. The City should take action to remove harmful uses and legalize appropriate nonconformities in all study areas.

ISSUE: HOW SHOULD DISTINCTIVE INDIVIDUAL SITES BE TREATED WITHIN A DESIGNATED AREA?

If the site is deserving of recognition on its own merits, or if the structure is dissimilar to the surrounding buildings, individual site designation should be considered. Extreme restraint must be used to insure that only buildings of truly exceptional caliber, not fully protected by existing criteria, be designated. The present program's objectives do not provide for a marking program for exclusively educational or prestige purposes. Although these are worthwhile ends, other active local programs effectively provide this service.

ISSUE: NEIGHBORHOOD RECOVERY CANNOT BE EFFECTED WITHOUT A TOTAL COMMITMENT ON THE PART OF THE CITY GOVERNMENT. NUMEROUS DEPARTMENTS AND AGENCIES CAN LEND THEIR RESOURCES AND EXPERTISE TO ACCOMPLISH THE TASK. HISTORIC PRESERVATION HAS TRADITIONALLY BEEN VIEWED AS THE DOMAIN OF THE DEPARTMENT OF PLANNING. WHAT CAN BE DONE TO EFFECTIVELY INVOLVE GREATER INTRADEPARTMENTAL COORDINATION AND RESPONSIBILITY?

The drafters of the preservation ordinance recognized the need for inter-departmental support and provided that ex-officio representation of the Landmark Committee be provided by the Department of Urban Planning, Park and Recreation and the Department of Housing and Urban Rehabilitation, Building Inspection Division. This has proven to be of great benefit to both the Committee and the agencies involved. Greater coordination, however, is necessary. The City Attorney's office should also be represented on the Committee in an ex-officio capacity. Monthly meetings of the agencies to review administrative matters should also be considered. A closer working relationship between the Landmark Committee and the Urban Rehabilitation Standards Board should be established. The chairman of both boards should appoint a representative to serve on the other's committee. The Planning Department should be added as an ex-officio member of the Rehabilitation Board. Ordinance formulation, a responsibility of the planning staff of the Design Division in cooperation with the City Attorney, should be reviewed by the Department of Housing, the Zoning Division and possibly

the Parks and Recreation Department. Other agencies should be involved as needed.

Recycling of older buildings and conformance with the building code should also be handled using this multidisciplinary and multidepartment approach. A recent study of building codes and its affect on historic preservation indicates the complexities involved. To encourage recycling and reduce delay and red tape, an interdepartmental review team should be formed. This team would consist of the necessary inspectors normally involved, the historic preservation planner from the Department of Urban Planning, a representative of the City Attorney's office and others as needed. Additionally, the architect representatives from the Rehab Standards Board and the Landmark Committee might also be included. The task force would meet whenever an application or a request for information has been received for work on an older (not necessarily designated) structure.

The City of Dallas through the Department of Property Management should be encouraged as a matter of policy to utilize structures of landmark significance. In considering possible sites for acquisition and expansion, the Property Manager's office should consult with the Planning Department and the Landmark Committee for potential sites. The City Council, by resolution, may endorse this effort to preserve older landmark structures.

An internal public relations program should be instituted within the City government. The landmark program should be represented as a citywide function and responsibility rather than an activity of one or two agencies.

Articles or perhaps a regular column in the City newspaper reporting preservation stories should be developed. All City personnel should feel a pride and understanding of the program and a part of the process.

ISSUE: THERE ARE A NUMBER OF QUESTIONS RELATING TO THE DESIGN REVIEW PROCESS. WHAT STEPS NEED TO BE TAKEN TO EXPEDITE THE PROCEDURE WHILE MAKING IT MORE COMPREHENSIVE AND EFFECTIVE.

Owners should be made aware of their unique responsibilities as the caretakers of these distinctive and irreplaceable art resources. On the other hand, the City must acknowledge its responsibility by quickly processing work applications. It is recommended that all work (regardless of nature and extent) to the exterior facade be submitted to the Landmark Committee for review. Requests involving maintenance or restoration/replacement to the original appearance (including minor repair such as fence construction) should be routinely handled by the Committee and Staff through the issuance of a certificate of appropriateness. Matters involving more detailed or greater modification including additions, demolitions and use changes should be reviewed by the Landmark Committee and Plan Commission. Appeals for rehearing should be made to the next highest body, the Plan Commission for the Landmark Committee, the City Council for the Plan Commission.

Work done without obtaining review and approval should be considered on an individual basis with extent and final product carefully considered. In

all cases involving construction prior to approval a fine should be levied. New owners should receive information explaining the special requirements of the program.

ISSUE: THERE IS NO ACTIVE PROGRAM IN EITHER ARCHAEOLOGY OR HISTORIC RESEARCH. THE CURRENT PROGRAM, BASED LARGELY ON AN ARCHITECTURAL SURVEY LEANS HEAVILY ON THE PHYSICAL AND DESIGN COMPONENTS OF THE PROGRAM. WHAT CAN BE DONE TO ENCOURAGE RESEARCH FOR PRESERVATION OF ARCHAEOLOGICAL, ANTHROPOLOGICAL, SOCIAL AND HISTORIC SITES OF IMPORTANCE TO DALLASITES?

The academic institutions located within the Dallas area provide considerable opportunity for information sharing. Southern Methodist University has an active program of archaeology and anthropology. Additionally, the Texas Archeological Society and the Dallas Archeological Society provide much research into local archeology.

Local historical groups including the Dallas Historical Society and the Dallas Local History and Genealogy Society should be utilized for their knowledge and resources.

The program should expand to commemorate sites and events of importance to the history and development of the City. Informational markers similar to or in association with the Texas Historic Commission and the Dallas County Historical Commission should be placed. Particular areas of interest should include the downtown, Westend (warehouse/courthouse area), and the Cedars of Ervay neighborhoods as these were the sites for much of Dallas' early

history as well as other important sites within designated areas.

Important natural features significant to the growth and development of Dallas or recognized as visual landmarks should also be designated by the program. An amendment to the enabling legislation should be introduced that will permit marking and preservation for significant trees, river crossings, virgin prairie land, etc.

ISSUE: AT PRESENT, THERE IS NO PROVISION FOR DESIGNATION AND PROTECTION OF INTERIORS OF BUILDINGS. SHOULD THIS RECEIVE CONSIDERATION AT THIS STAGE OF THE PROGRAM?

Certain interior spaces of a public nature could be considered for designation through amendment to the ordinance. These spaces should be carefully selected and chosen for their unique and distinctive appearance characteristic of a particular period or historic event and should be available for regular public viewing. Included in this might be certain publically owned buildings, museums, libraries or restaurants.

Financing for Landmark Preservation

The City of Dallas does not require maintenance of properties above the minimum standards specified under the Urban Rehabilitation Ordinance. Landmark owners are not required by law to restore or refurbish their properties through the landmark procedure. Designation, however, does imply covertly, that owners should restore their properties above the minimum required levels. The prospect of economic burden or hardship, while remote, is still real. Incentives should be provided that will serve as public

inducement as well as assist and supplement regular funded programs and provide a means to acquire threatened landmarks.

ISSUE: WHAT CAN THE CITY DO TO ASSIST THE PRIVATE SECTOR IN PROVIDING
INCENTIVES FOR HISTORIC PRESERVATION?

Experience has demonstrated that landmark designation itself is a helpful tool in promoting preservation. Following the historic rezoning, property values are stabilized and increased. There are, however, additional programs and activities that would aid further in the preservation of landmarks. Legislative changes are necessary on the state level to provide the legal mechanism for tax programs designed to preserve historic structures. The local Federation of Preservation Organizations as well as the City of Dallas should actively promote this amendment to the State legislature. Additional financing tools, including use of Community Development Act (HUD, 1974) block grants for inner city recovery for low moderate families may also be utilized. The City is currently sponsoring programs for insuring low interest loans for mortgage and home improvements. This program needs to receive additional publicity.

Incentives for preservation can also be made in the area of public improvements. By devoting capital and energy to improving public places through tree plantings, street and sidewalk paving, appropriate street lighting and other street hardware the private sector would be encouraged to invest.

When all other means have been exhausted, the City should have the ability

to purchase structures that have been identified as irreplaceable. The City could acquire the facility for its own use or for later resale to a sympathetic purchaser. This procedure, although infrequently exercised, would be through action of the Council upon recommendation of the Landmark Committee and Plan Commission. The recommendation should document the financial situation, alternative possibilities for future use, and a definitive statement of the structure's historic-architectural merit. A stand-by emergency fund should be set aside with the capital used on an interim basis for certificates of deposit, bonds or commercial paper (not stocks as the value may vary greatly over time).

The City Program & The Public

Preservation Groups

ISSUE: THERE IS SIGNIFICANT FRAGMENTATION AND DUPLICATION OF PRESERVATION EFFORTS AMONG INTERESTED GROUPS AND INDIVIDUALS. WHAT CAN BE DONE TO SPECIFY THE RESPONSIBILITIES TO EACH SECTOR TO THE OVERALL PROGRAM AND WHAT CAN BE DONE TO COORDINATE EFFORTS FOR THE BENEFIT OF ALL PRESERVATION GROUPS?

A local Federation of Preservation Organizations has been organized. Representatives from each organization and others involved in preservation/revitalization meet at intervals to report on the current programs. A publication (see appendix) has been completed identifying the local groups, their programs and leadership. The Federation has identified a number of areas of joint concern and have organized study task forces to oversee, monitor and report on matters of significance. Following this procedure, informa-

tion sharing and a powerful lobby can be realized.

ISSUE: WHAT CAN BE DONE TO INVOLVE MORE SECTORS OF THE COMMUNITY IN THE PRESERVATION MOVEMENT?

Local interest in preservation appears to be on the increase. Publicity through newspaper and magazine articles, adult continuing education courses, workshops, seminars and house tours are all activities that have been recently used to increase local awareness. Efforts should be made at involving as many citizens as possible in task forces and study projects. Former Landmark Committee members should not be permitted to retire completely upon expiration of their term. The program should evaluate citizen contacts and consciously make efforts to establish liaisons with areas and institutions that may not be involved. Schools, professional and labor groups, Chambers of Commerce and religious institutions are possible areas of untapped resources.

ISSUE: THE OFFICIAL CITY PRESERVATION PROGRAM IS STILL NOT WIDELY KNOWN OR UNDERSTOOD. WHAT CAN BE DONE TO INFORM THE PUBLIC OF THE EXISTENCE AND RATIONALE FOR THE PROGRAM?

A campaign of public education should be instituted. Films, presentations, reports and news coverage should be actively pursued as vehicles for education. A speakers bureau involving all of the preservation groups might be organized. All sectors of the population--school children, businessmen, district residents--must be given the opportunity to learn of the program. The present name for the body, the Dallas Historic Landmark Preservation Committee, should be officially shortened to the Dallas Landmark Committee. This will serve to focus public attention on the activities of the City program and avoid confusion with other groups and programs active within

the City. A distinctive logo has been designed. This will be used to mark designated sites and districts and will serve as the official program identifier. Its use should be encouraged wherever possible. The dedication ceremonies unveiling the historic markers should receive maximum publicity and occur at particular events or anniversaries.

ISSUE: ARCHITECTURALLY INTERESTING BUILDINGS CANNOT BE PRESERVED ALL OF THE TIME. OFTEN WHEN A BUILDING IS DEMOLISHED, THE ATTENDANT PARTS CAN BE UTILIZED IN HISTORICALLY SENSITIVE WAYS. WHAT CAN THE CITY DO TO ENCOURAGE, WHERE OTHER ALTERNATIVES TO PRESERVATION HAVE BEEN EXHAUSTED, ARCHITECTURAL ARTIFACTS FOR FUTURE REUSE?

The staff of the Department of Urban Planning has reviewed on a regular biweekly basis all buildings that may be considered for demolition by the City of Dallas. Often these structures (as well as others), demolished for future site redevelopment, date to an early period of craftsmanship. They possess style and materials that cannot be duplicated easily today. Wherever practical these structures should be relocated. If this proves infeasible, parts including mantels, doors, molding, balustrades and other ornamentation should be saved for reuse in other older buildings. This activity could be an important adjunct to the program. The City could provide warehouse storage facilities and work with local preservation and neighborhood groups to distribute the materials. Criteria based on residency, type of reuse and conformance with other city plans and regulations should be considered. Care must be taken to avoid competition with area recycle and salvage operations. Methods of distribution, pricing and staffing must also be

carefully considered.

The Owner/Resident

Landmark designation can have a profound affect not only on the neighborhood fabric, but on the participants themselves. A heightened pride and sensitivity, and an increased sense of community and tradition are common feelings evidenced among residents of historic areas. There are, however, accompanying problems that may occur. The City must be aware of the cost/benefits in initiating and expanding the program. These negative aspects are an almost inevitable result in revitalization and the change in population from a generally lower socio-economic group to one of greater means. The growth of elitism, speculation, displacement with replacement by an often homogenous, childless, younger, upwardly mobile population--all are subjects of concern. Government cannot be expected to provide all of the answers. It is agreed that the overall advantages outweigh the negative; but all concerned must be made aware of the problems and ramifications of official action to declare an area a landmark. It is a responsibility that cannot be undertaken lightly. Hopefully as all involved become familiar with the program, its negatives can be mitigated or avoided. This will require time and experience.

The City can assist in maintenance of a stable population through economic assistance programs (to be mentioned in the chapter "Legislation and Financing for Preservation") and public education. Efforts must be directed at providing low-cost home improvement loans, relocation assistance

and tax inducements. The public must be made aware of program opportunities and the potentials of their holdings. Inner city occupants often regard their landmark structures as inferior, when actually the problem is one of maintenance. Efforts should be directed at generating the pride and enthusiasm in these people as well as the more advantaged population that often displaces them.

Conclusion

It is a sign of a healthy and growing process that areas of concern may be identified and discussed. Hopefully, many of the topics presented will be dealt with either consciously or in the normal maturation and administration process. It has been the intent to raise questions and provoke thought on established procedures. In several years this chapter should be carefully reviewed again and updated. In this fashion the program will continue to develop and respond to changing needs and requirements as well as public preceptions and expectations for the landmark program.

The Public's Perspective

It isn't that Dallas has no past.
It just isn't there. -

Ada Louise Huxtable

"How will we know it's us
without our past?"

John Steinbeck, The
Grapes of Wrath

For many years the one visible symbol of historic preservation in Dallas was a modest little 19th century log cabin ensconced on the courthouse lawn--according to legend the cabin built by John Neely Bryan himself. Other reminders of the past were ineluctably being erased. There had been other isolated efforts down through the years to preserve remnants of Dallas' past, but for most people that little cabin sitting in the shadow of the courthouse represented early Dallas. That was all most people knew--or wanted to know. Like a strapping adolescent, Dallas was a bit embarrassed by its humble childhood; Dallas envisioned itself as a burgeoning city of the future--it was hungry for bigger and better things. The past was just that--passed.

Historic preservation--in Dallas as in most American cities--was all very well in its place. To preserve a 19th century souvenir log cabin was fine--as long as it didn't get in the way of progress. Souvenirs, of course, are kept in drawers or on shelves--or, in Dallas, on a courthouse lawn neatly cordoned off from the real world. Dallas history, in other words, was not a dimension of human experience. The business of Dallas was business, and yes, the original Henry Ford put it nicely, thank you: "History is more or less bunk."

Historic preservation awareness slowly began to take root in Dallas when the old courthouse itself was threatened with demolition. It had been a center of controversy for twenty years: "It's a hideous thing...a monstrosity. Very little history was ever made there. It's a roost for pigeons. It should be torn down." That was one side of the controversy. According to the other side, "It is full of history of our country and it lends a mellow look. It should be preserved." (Dallas Morning News, Feb. 3, 1966.)

Ada Louise Huxtable has written that "usually the best way of explaining to people what it means to have an old building of character is to ask them to visualize the space without it. Almost every preservation group has been formed because they have lost pivotal buildings and suddenly realize that it is a cipher and a desert. So they organize and fight."

And so it was in Dallas. Dallasites were comfortable with the eccentric old granite and red sandstone hulk, for many years a focal point for the western approach to the city. Without "Old Red" Dallas wouldn't be the same. So in 1966, the decision was made to keep the old building and refurbish it.

The courthouse controversy meant that historic preservation in Dallas had become at least a debatable issue. But preservation efforts coalescing around individual threatened structures like the old courthouse are usually rearguard actions at best. Forces are joined, the battle is either won or more often lost, and the issue fades from public view. Preservation is still not perceived as a logical option, as an integral part of the city's existence.

In Dallas, an actual preservation movement did not start until as recently as the late 60's and early 70's with efforts to save the Swiss Avenue neighborhood--in fact, Swiss Avenue remains the single most prominent preservation effort in the city. For many Dallasites, historic preservation is Swiss Avenue.

Dr. and Mrs. Raymond Courtin moved into a stately old home on Swiss in the mid-1950's at a time when the continued existence of the Swiss Avenue area as a lovely residential neighborhood seemed very much in doubt. As a boulevard of tall trees, verdant landscaping, and stately old homes, Swiss Avenue was unique to Dallas; nevertheless, the gradual decline typical of so many inner-city neighborhoods seemed almost inevitable. The process of structural decay, conversion to boarding houses, demolition and replacement with apartment buildings and offices seemed well on its way. The original deed covenants placed by the founder of the neighborhood were coming due and the area was zoned for highrise residential. But the Courtins wanted to be close to Baylor Hospital where Dr. Courtin worked, and the large house suited their needs so Swiss Avenue became their address.

Immediately they began working with the Swiss Avenue Property Owners Association which, as Anne Courtin remembers, "involved going down to City Hall and protesting all the desecration of the whole area. And frankly I was singularly disenchanted with the whole thing because I really got the feeling that going down there didn't matter because the City Council had already made up its mind. One was just going through a trial exercise required by a system of rights that meant nothing to them."

At the time, preservation was such a novel idea to Dallasites, historic designation was not really a consideration for Swiss Avenue home owners--especially for Anne Courtin who grew up in Great Britain. "We had two homes, one in London which was built during Queen Anne's reign and one in the country which was started during Queen Elizabeth's reign--the first Queen Elizabeth. No one could possibly think of this house (on Swiss) as old or historic. I don't think anyone on the street thought historic designation was applicable."

Historic preservation, however, eventually became the vehicle for saving a valuable neighborhood. The Design Division, Department of Urban Planning, at the request of the City Council, the Planning Commission, and the residents themselves, conducted a study and attitudinal survey, and the report demonstrated a community desire for historic preservation. Advice in preservation techniques, a new field for Dallas, was obtained through members of the Architecture Department of the University of Texas, the Texas Historical Commission, and the National Trust for Historic Preservation. The district became reality on July 9, 1973.

Historic designation did more than revive a lovely older neighborhood; it wrought a change in public attitude. Old in Dallas became respectable. Swiss Avenue became a tourist attraction, a source of civic pride. Area residents who had formed the Historic Preservation League as a block association turned their attention from Swiss itself to all of Old East Dallas and then to the downtown area. (Because of its connection with Swiss Avenue, the HPL remains much better known than the Dallas Historic Landmark Preservation Committee.)

It is estimated that property values on Swiss Avenue have doubled, in some cases

tripled, since historic designation. As Anne Courtin points out, "The houses are selling for much much more than they ever did, and now a lot of the houses are much too expensive for any of the younger couples." Swiss Avenue has become once again what its founder envisioned--a planned development for wealthy scions of Dallas.

An increase in property values is, of course, a welcome development--indeed it is the mark of a successful preservation effort. It does, however, create a problem: the general public, although proud of areas like Swiss Avenue, continues its perception of historic preservation as a hobby of the wealthy, an indulgence in nostalgia for those who can afford such pastimes.

The task for Dallas preservationists is an educational one; it involves communicating a concept of preservation that emphasizes preservation's importance to the humanity and stability of a city and all of its inhabitants, that emphasizes preservation as much more than the province of an intellectual elite or a hobby of the wealthy.

One way to approach the problem is to encourage a wider diversity of residents in areas of historic importance. Often this is possible by judicious use of local ordinances to permit some old structures to be converted into apartments. This attracts young couples, singles, students--often the very people most interested in preservation and least able financially to afford it--into the neighborhood without disrupting its value as an historic district.

Another effective way of broadening preservation support is for preservationists to work tirelessly for a coordination of efforts--among city departments,

lending institutions, and preservation groups themselves. More and more people are being attracted to older Dallas neighborhoods, particularly those around Swiss Avenue, and rehabilitation of these neighborhoods must be encouraged. Much remains to be done, however, to overcome long-entrenched obstacles that make neighborhood rehabilitation difficult.

Financial institutions have traditionally been reluctant to help with loans and mortgages until the neighborhoods had undergone substantial upgrading. City ordinances often presented an array of confusing and detailed requirements which seemed overwhelming to the individual homeowner at work in his spare time. Building codes have often been insensitive to preservation efforts. Even over-zealous historic preservation groups can do harm in some neighborhoods by showing greater concern for authentic details and fixtures, the cost of which must be borne by the homeowners, than for the need to encourage renovation activity and neighborhood vitality in general.

It is ironic that so many of these obstacles have emanated from the very people and institutions that should be most interested in the revitalization of the city. Through reforms of public bodies and enlightened new policies in the private sector, some of the obstacles are being overcome. In fact, the increasing popularity and expansion of older neighborhoods, particularly in East Dallas, represent the victory of individual determination and institutional reform over the ill-conceived practices of the past.

The same could be said of Dallas' second preservation district. South Boulevard/Park Row are part of one of the oldest, most distinguished, residential neighborhoods in Dallas but relatively few people know of its existence. Now

a black neighborhood, it is a lovely, tree-shaded island contained on three sides by declining residential areas and the Forest Avenue business strip and on one end by Central Expressway.

According to Mrs. Walter Coit, a Park Row resident for twenty-two years, neighborhood residents have battled encroaching blight for years. "It's a quaint old neighborhood, and to me, it means a great deal to see the neighborhood maintained," she says.

Historic designation as a means of preserving the neighborhood was not really considered until the early 70's. Alfred Roberts, a resident since 1971, recalls that a resident of Swiss Avenue suggested he talk to Alan Mason and Weiming Lu of the Urban Planning Department. (Roberts had just been turned down by a bank when he asked for a \$13,000 home improvement loan. The bank told him the neighborhood wouldn't support that much improvement.) Roberts met with the Department of Urban Planning in November, 1972, and South Boulevard/Park Row became a historic district in 1976.

South Boulevard/Park Row has a vital role to play in South Dallas. If, instead of becoming an enclave, isolated from the rest of the community, it can serve as a stimulus for rehabilitation in surrounding areas, then preservation as an integral part of Dallas life will have taken a major step toward broader public acceptance. As Alfred Roberts points out, "we have quite a range of incomes on the two streets," and that's a good position from which to start.

Arguments for historic preservation have generally been made on three grounds.

The first is education. Historic preservation supplements the written word. Properly interpreted historic structures offer valuable insights into the life and times of previous individuals and groups. They are, in effect, three-dimensional learning experiences.

Secondly, historic preservation exists for recreational purposes. It is fun to visit historic sites, to see the unusual, quaint, and often difficult ways in which people lived in an earlier age.

Thirdly, historic preservation exists for inspiration. Patriotism, in its truest sense, is instilled and strengthened by gaining a better insight into who we are as a people--whence we came, and where we are headed.

Today there is a fourth reason for historic preservation--putting historically and architecturally valuable sites and buildings to economically viable uses. Such uses are often different from, and yet compatible with, the original function of the structure. This is perhaps the greatest challenge and most important work of the historic preservationist. It requires careful planning, creativeness, extra effort and most important, a state of mind that will seek alternatives to the obvious one of demolition.

Adaptive use of historic structures in Dallas will no doubt do more than anything else to develop broader public understanding and acceptance of historic preservation in the city. Buildings that have been effectively adapted for current uses are visible proof that preservation does not imply a commitment to economic stagnation and lack of change. They are proof that buildings or areas do not have to be preserved like pressed and faded bouquets which are only fragments of the real past.

Although historic preservation in Dallas is a relatively new phenomenon, the time is right to make it an integral part of the city's fabric. As Arthur Ziegler, author of Historic Preservation in the Inner City, points out, "Americans were supposed to believe that change means progress, and that new things are better than old. Today, as far as the built environment is concerned, our national attitude has probably become just the opposite: anything new is probably going to be worse than what we already have." Geographer Peirce Lewis, writing in Smithsonian Magazine, makes a similar point: "There is increasing evidence of a hunger for tradition, for roots, for solidity that is almost unprecedented in the United States."

Dallas already has a few buildings which emphasize adaptive use in the present along with respect for the past--El Centro College and the SEDCO Building are two of the most notable--but the greatest opportunity lies in the city's old warehouse area--now the Westend Historic District. Again, few people know that the warehouse area is an historic district, even though Dallas voters in 1975 authorized \$1 million dollars for investment in the area.

Many Dallasites are familiar, however, with the Old Spaghetti Warehouse, a restaurant which opened in 1972 in one of the fine old turn-of-the-century warehouses that make up the area. The Spaghetti Warehouse is a triumph because it represents just what can be done when an entrepreneur with an eye to finding a good business angle is also sensitive to the potential waiting to be recognized in older buildings.

Robert Hawk, owner of the Old Spaghetti Warehouse, overcame numerous obstacles

--many of them raised by various city departments--in the process of turning the old building into a restaurant. What he was able to accomplish is exactly what preservationists should be encouraging. Taking a building that contributes to Dallas' character and continuity, Hawk was able to incorporate it into the community's functioning present. And that is what preservation is really all about.

The challenge lies both in broadening the base of support for the whole idea of historic preservation and in integrating the old and the new so that there is both urban continuity and a sense of economic reality. The two-fold challenge is, of course, actually one--that of finding ways to keep those elements of the past that provide the city's character and continuity and of "incorporating them into the city's living mechanism." (Huxtable, p. 212, Will They Ever Finish Bruckner Boulevard?)

DALLAS, TEXAS: LANDMARK PRESERVATION ORDINANCE

March, 1973

ORDINANCE NO. 14012 (ENABLING LEGISLATION)

An Ordinance amending the Dallas City Code, as amended, by enacting a new CHAPTER 19A to be entitled "HISTORIC LANDMARK PRESERVATION" including Sections 19A-1 through 19A-12; providing for definition of historic landmark; providing a declaration of policy; providing for the designation of historic landmarks; providing criteria used in determining such landmarks; providing for creation of an Historic Landmark Preservation Committee; providing for functions of Committee; providing for action by City Planning Commission; providing for City Council action and recording of designation; providing for Certificate of Appropriateness review; providing for the demolition or removal of an Historic Landmark; providing that regulations and restrictions herein shall not affect uses; providing a penalty not to exceed Two Hundred Dollars (\$200.00) for violation thereof; providing a severability clause; and providing an effective date.

WHEREAS, the Legislature of the State of Texas has recognized the importance of protecting and preserving places and areas of historical and cultural importance and significance by enacting Article 1011a, Vernon's Texas Civil Statutes, empowering cities to adopt regulations and restrictions for the protection of such places and areas; and

WHEREAS, the City Council realizes that the City of Dallas is one of the largest cities in the state and a focal point in the historical, cultural and architectural development of Texas; and

WHEREAS, within the City of Dallas there are a number of areas, places, buildings, structures, works of art and other objects having significant historical, archaeological or cultural interests and value which reflect the heritage of the City; and

WHEREAS, the rapid change in population, economic functions and land use activities in the City has increasingly threatened to uproot or destroy many significant buildings, land, areas or districts having important historical, architectural, archaeological or cultural interest and values which reflect the heritage of the City, and once uprooted or destroyed, their distinctiveness is gone forever; and

WHEREAS, it is desirable to preserve these reminders of Dallas' culture and heritage for the enlightenment of its citizens; and

WHEREAS, commercial activity and economic prosperity of the City are enhanced by the preservation of the City's character as portrayed by its historic landmarks; NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the Dallas City Code, as amended, is amended by adding a new chapter known as CHAPTER 19A which shall read as follows:

CHAPTER 19A - HISTORIC LANDMARK PRESERVATION

Section 19A-1. Historic Landmark Defined.

As used in this Chapter, the term "Historic Landmark" shall mean any buildings, land, areas, or districts of historical, architectural, archeological, or cultural importance or value, which the City Council determines shall be protected, enhanced, and preserved in the interest of the culture, prosperity, education and welfare of the people.

Section 19A-2. Declaration of Policy.

The City Council hereby finds and declares as a matter of public policy that the protection, enhancement, preservation and use of historic landmarks is a public necessity and is required in the interest of the culture, prosperity, education and welfare of the people. The purposes of this Chapter are (a) to protect, enhance, and perpetuate historic landmarks which represent or reflect distinctive and important elements of the City's cultural, social, economic, political, archaeological and architectural history; (b) to safeguard the City's historic landmarks; (c) to stabilize and improve property values in such locations; (d) to foster civic pride in the beauty and noble accomplishments of the past; (e) to protect and enhance the City's attractions to tourists and visitors and provide incidental support and stimulus to business and industry; (f) to strengthen the economy of the City; and (g) to promote the use of historic landmarks for the culture, prosperity, education, and welfare of the people of the City and visitors to the City.

Section 19A-3. Historic Landmarks - Designation.

The City Council may designate certain buildings, land, areas, and districts in the City as historic landmarks and define, amend and delineate the boundaries thereof. The suffix "H", as established in Sections 3-100, 4-121, and 10-1900 of the Comprehensive Zoning Ordinance, shall indicate the zoning subdistrict

designation of those buildings, land, areas and districts which the City Council has designated historic landmarks. Such designation shall be in addition to any other zoning district designation established in the Comprehensive Zoning Ordinance. All Zoning District Maps shall reflect the designation of an historic landmark subdistrict by the letter "H" as a suffix.

Section 19A-4. Same - Criteria to be used in determination.

In making such designation as set forth in Section 19A-3 the City Council shall consider one or more of the following criteria:

(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;

(b) Location as the site of a significant historic event;

(c) Identification with a person or persons who significantly contributed to the culture and development of the City.

(d) Exemplification of the cultural, economic, social, or historical heritage of the City.

(e) Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;

(f) Embodiment of distinguishing characteristics of an architectural type or specimen;

(g) Identification as the work of an architect or master builder whose individual work has influenced the development of the City.

(h) Embodiment of elements of architectural design, detail, materials or craftsmanship which represent a significant architectural innovation;

(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;

(j) Unique location of singular physical characteristics representing an established and familiar visual feature of a neighborhood, community or the City;

(k) Archaeological value in that it has produced or can be expected to produce data affecting theories of historic or prehistoric interest;

(l) Value as an aspect of community sentiment or public pride.

Section 19A-5. Historic Landmark Preservation Committee - Created.

(a) There is hereby created a committee to be known as the Historic Landmark Preservation Committee of the City, hereinafter called the "Committee", composed of eleven (11) members appointed by the City Planning Commission within sixty (60) days from the effective date of this Chapter. The membership of the Committee shall include one architect, one historian, one planner, one landscape architect and one real estate appraiser. All members shall have knowledge and experience in the field of history, art, or architecture of Dallas and shall be appointed from a list of nominees solicited from: (1) The Dallas County Historical Survey Committee, (2) The Dallas County Heritage Society, (3) The Dallas Chapter of the American Institute of Architects, (4) The Dallas Local History and Genealogy Society, (5) The Dallas Chapter of the American Institute of Planners, (6) The Dallas Chapter of the American Society of Landscape Architects, (7) The Dallas Historical Society, (8) The Dallas Bar Association, (9) The Dallas Chapter of the American Society of Real Estate Appraisers, (10) The City Planning Commission, (11) Historical Preservation League, Inc.;

and such other individuals and organizations as the Commission may in its discretion wish to consult or consider. Appointments to the Committee shall be for a term of two years ending on September 1 of each odd-numbered year, and the members shall serve without compensation. The Commission shall designate a Chairman and a Vice-Chairman from the members.

(b) The Committee shall meet at least once each month, with additional meetings upon call by the Committee Chairman or upon petition of a simple majority of Committee members. Six (6) members present shall constitute a quorum, and issues shall be decided by a simple majority vote of the members present. The minutes of each meeting shall be filed in the office of the City Secretary.

(c) In addition to the eleven members appointed by the City Planning Commission, a representative from the Department of Planning and Urban Development, the Building Inspection Division of the Department of Housing and Urban Rehabilitation, and the Park and Recreation Department shall sit on the Committee as ex-officio members. None of the ex-officio members shall have voting power, but shall assist the Committee in its various functions.

Section 19A-6. Same - Function.

(a) The Committee shall thoroughly familiarize itself with the buildings, land, areas and districts within the City which may be eligible for designation as historic landmarks and shall prepare an Historic Landmark Preservation Plan hereinafter referred to as the "Preservation Plan", which shall:

(1) identify and catalog buildings, land, areas, and districts of historical, architectural, archaeological or cultural value, along with statements of fact which verify their significance;

(2) identify criteria to be used in determining whether certain buildings, land, areas, and districts should be designated as Historic Landmarks;

(3) identify guidelines to be used in determination of whether to grant or deny Certificates of Appropriateness for proposed alterations to the exterior of a designated historic landmark;

(4) formulate a program for private and public action which will state the role of various City agencies in the preservation of historic landmarks;

(5) suggest sources of funds for preservation and restoration activities and for acquisitions, to include federal, state, municipal, private and foundation sources; and

(6) recommend incentives for preservation.

(b) The Preservation Plan shall be presented to the City Planning Commission for inclusion in the Comprehensive Plan of the City.

(c) The Committee shall recommend to the City Planning Commission that certain buildings, land, areas, and districts in the City be designated as historic landmarks. Each recommendation shall include:

(1) those premises, lots, or tracts to be designated:

(2) any additional uses to be permitted in the specific "H" subdistrict;

(3) specific criteria for the required preservation of the exteriors of the premises within the designated subdistrict.

(d) If the Committee finds that certain buildings, land, areas or districts cannot be preserved without acquisition, the Committee shall recommend to the City Planning Commission that the fee or a lesser interest in the

property be acquired by gift, or purchase, using funds available for preservation or restoration.

(e) Where there are conditions under which the required preservation of an historic landmark would cause undue hardship to the owner or owners, use changes may be recommended by the Committee. Such changes shall be in keeping with the spirit and intent of this Chapter.

(f) Periodically the Committee shall review the status of designated historic landmark subdistricts and include in the Committee minutes a report of such review.

(g) The designation of an historic landmark subdistrict may be amended or removed using the same procedure as provided in this Chapter for the original designation.

Sec. 19A-7. Action by City Planning Commission.

(a) The City Planning Commission shall hold public hearings as provided in the Comprehensive Zoning Ordinance of the City to consider any historical landmark subdistrict designation recommended by the Committee.

(b) At the conclusion of a hearing the City Planning Commission shall set forth in writing its recommendation, including the findings of fact that constitute the basis for its decision, and shall transmit such recommendation to the City Council.

Section 19A-8. Action by City Council and Recording of Designation.

After notice and public hearing as required by law in a zoning case under the Comprehensive Zoning Ordinance, the City Council may enact an historic landmark subdistrict designation.

Upon passage by the City Council of an historic landmark subdistrict designation ordinance, the City Secretary shall file a copy of the ordinance with

the Dallas County Clerk and the Dallas County Tax Assessor, together with a notice briefly stating the fact of the designation and shall send a copy of such notice by certified mail to the owner or owners of affected property.

Section 19A-9. Certificate of Appropriateness Review.

(a) No building permit for proposed work to the exterior of a designated historic landmark subdistrict shall be issued to any applicant by the Building Inspection Division unless the application has first been reviewed by the Committee and a Certificate of Appropriateness has been issued by the City Planning Commission.

(b) When applying for such a permit, the applicant shall forward two copies of all detailed plans, elevations, perspectives, specification and other documents pertaining to the work, to the Building Inspection Division, who shall forward such application to the Committee Chairman within five (5) days of receipt thereof. Any applicant may request a meeting with the Committee before submitting an application and may consult with the Committee during the review of the permit application.

(c) Upon review of the application, the Committee shall determine whether the proposed work is of a nature which will adversely affect any historical, architectural, archaeological, or cultural feature of the historic landmark, and whether such work is appropriate and consistent with the spirit and intent of this Chapter and the designating ordinance. It shall recommend approval or disapproval to the City Planning Commission within thirty (30) days of receipt of the application. Upon receipt of the Committee's recommendation, the Commission shall deny, with or without prejudice, or approve a Certificate of Appropriateness and forward such action to the Building Inspection Division of the Department of Housing and Urban Rehabilitation within ten (10) days.

The Building Inspection Division shall immediately notify the applicant of the Commission's action. If the Commission has denied the Certificate of Appropriateness the applicant may file in writing its notice of appeal with the Commission within ten (10) days after receiving notice from the Building Inspection Division. The Commission shall immediately forward the notice of appeal, together with a record of the proceedings, to the City Secretary who shall place it on the City Council agenda for a hearing, and the applicant shall be notified by the City Secretary of the date of the hearing.

(d) If no action has been taken by the Committee and the City Planning Commission within forty-five (45) days of original receipt by the Building Inspection Division, the building permit shall be issued by the Building Inspection Division.

(e) No change shall be made in the application for any building permit after issuance of a Certificate of Appropriateness without resubmittal to the Committee and approval thereof in the same manner as provided above.

(f) After a decision is reached by the City Planning Commission denying with prejudice, an application for Certificate of Appropriateness, where no appeal is made to the City Council, a resubmittal of application will not be accepted for additional hearing within a twelve (12) month period from the date of final decision except upon written request by the applicant, indicating the incorporation of changes in plans and specifications to the original application as recommended by the Committee. Denial of a Certificate of Appropriateness without prejudice permits reapplication immediately.

Section 19-A-10. Historic Landmark - Demolition or Removal.

If an application is received by the Building Inspection Division for demolition or removal of any designated historic landmark, the City Planning Commission, upon the recommendation of the Committee shall hold a hearing within thirty (30) days after the application is initially filed and forwarded to the Committee. The City Planning Commission shall hear all other interested parties. The Commission shall consider the state of repair of the building, the reasonableness of the cost of restoration or repair, taking into account the purpose of preserving the designated historic landmark, the character of the neighborhood, and all other factors which it finds appropriate. The Commission may recommend the disapproval of the application by determining that in the interest of preserving historical values, the structure should not be demolished, and in that event, the application shall be suspended for a period not exceeding ninety (90) days from the date of application. Within the suspension period, the City Planning Commission, upon the advice of the Committee, may request an extension of the suspension period by the City Council. If the City Council, after notice to applicant and public hearing, determines that there is reasonable ground for preservation, the Council may extend the suspension period for an additional period not exceeding one hundred twenty (120) days, a total of not more than two hundred forty (240) days, to a total of not more than two hundred forty (240) days from the date of application for demolition. During the period of suspension of the application, no permit shall be issued for such demolition or removal nor shall any person demolish or remove the building or structure. If no action is taken by the City Council within 240 days from the date of application, the demolition permit shall issue and the Building Inspection Division shall so advise the applicant.

Section 19A-11. Provisions herein not to affect present uses.

Use classifications as to all property which may be included in an historic landmark subdistrict shall continue to be governed by the Comprehensive Zoning Ordinance of the City and the ordinance establishing the "H" subdistrict.

Section 19A-12. Penalty.

(a) It shall be unlawful to construct, reconstruct, structurally alter, remodel, renovate, restore, demolish, raze, or maintain any historic landmark in violation of the provisions of this Chapter. In addition to other remedies, the City may institute any appropriate action or proceedings to prevent such unlawful construction, restoration, demolition, razing, or maintenance, to restrain, correct, or abate such violation.

(b) Any person who violates any provision of this Chapter shall be guilty of a separate offense for each day or portion thereof during which any such violation is committed, continued or permitted, and each offense shall be punishable by a fine of not more than Two Hundred Dollars (\$200.00).

SECTION 2. That the terms and provisions of this Ordinance are severable and shall be governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 3. That this Ordinance shall take effect immediately from and after its passage and final publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

AMENDMENT TO
LANDMARK ORDINANCE

April, 1974

ORDINANCE NO. 14515

An Ordinance amending Section 19A-5, "Historic landmark preservation committee - Created," of CHAPTER 19A, "HISTORIC LANDMARK PRESERVATION," of the Dallas City Code, as amended; increasing the membership of the Historic Landmark Preservation Committee from eleven (11) to fifteen (15) members; deleting the Dallas Historical Society as a source of nominees to the Historic Landmark Preservation Committee; providing a savings clause; providing a severability clause; and providing an effective date.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That Section 19A-5, "Historic landmark preservation committee - Created," of CHAPTER 19A, "HISTORIC LANDMARK PRESERVATION," of the Dallas City Code, as amended, is amended to read as follows:

"Section 19A-5, Historic landmark preservation committee - Created.

(a) There is hereby created a committee to be known as the Historic Landmark Preservation Committee of the City, hereinafter called the "committee", composed of fifteen (15) members appointed by the city planning commission. The membership of the committee shall include one architect, one historian, one planner, one landscape architect and one real estate appraiser. All members shall have knowledge and experience in the field of history, art, or architecture of Dallas and shall be appointed from a list of nominees solicited from (1) the

the Dallas County Historical Survey Committee, (2) the Dallas County Heritage Society, (3) the Dallas Chapter of the American Institute of Architects, (4) the Dallas Local History and Genealogy Society, (5) the Dallas Chapter of the American Institute of Planners, (6) the Dallas Chapter of the American Society of Landscape Architects, (7) the Dallas Bar Association, (8) the Dallas Chapter of American Society of Real Estate Appraisers, (9) the city planning commission, (10) Historic Preservation League, Inc.; and such other individuals and organizations as the commission may in its discretion wish to consult or consider. Appointments to the committee shall be for a term of two years ending on September 1 of each odd-numbered year, or a period concurrent with the term of the city planning commission, and the members shall serve without compensation. The commission shall designate a chairman and a vice-chairman from the members.

(b) The committee shall meet at least once each month, with additional meetings upon call by the committee chairman or upon petition of a simple majority of committee members. Eight (8) members present shall constitute a quorum, and issues shall be decided by a simple majority vote of the members present. The minutes of each meeting shall be filed in the office of the city secretary.

(c) In addition to the fifteen members appointed by the city planning commission, a representative from the department of urban planning, the building inspection division of the department of housing and urban rehabilitation, and the park and recreation department shall sit on the committee as ex officio members. None of the ex officio members shall have voting power, but shall assist the committee in its various functions."

SECTION 2. That Chapter 19A of the Dallas City Code, as amended, shall remain in full force and effect save and except as amended herein.

SECTION 3. That the terms and provisions of this ordinance are severable

and shall be governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 4. That this ordinance shall take effect immediately from and after its passage and final publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

Swiss Avenue

CITY OF DALLAS

SWISS AVENUE HISTORIC DISTRICT

September, 1973

ORDINANCE NO. 14247

An Ordinance amending the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, and known as Volume III of the Dallas City Code, as amended, by repealing Ordinance No. 11082, as amended; Providing definitions; Permitting the following described property, which is presently zoned Planned Development District No. 19 and Multi-Family-2, to be designated an Historic Landmark Sub-district and used under Planned Development District No. 63-H, to-wit: (description of district boundaries omitted for brevity).

Providing that Planned Development District No. 63-H shall be granted with reference to the herein described property, subject to certain special conditions; enacting an Historic Landmark Subdistrict as provided in Sections 3-100, 4-121, 10-1901 and 10-1092 of the Comprehensive Zoning Ordinance of the City of Dallas, being Volume III of the Dallas City Code, as amended; Providing for additional permitted uses within the Historic Landmark Sub-district; Providing for specific criteria for preservation of the exteriors of existing and new structures within the designated subdistrict; Providing a penalty; Providing a severability clause; and Providing an effective date.

WHEREAS, pursuant to Chapter 19A of the Dallas City Code, as amended, a committee known as the Historic Landmark Preservation Committee has been created; and

WHEREAS, said Committee has thoroughly familiarized itself with the buildings, land, areas and districts within the City which may be eligible for designations as Historic Landmarks and has met and recommended to the City Planning Commission that the area hereinabove described be designated as an Historic Landmark Sub-district; and

WHEREAS, Swiss Avenue from Fitzhugh Avenue to La Vista Drive, and adjoining areas are important historic and environmental resources in Dallas, which have been recognized by the State Historical Survey Committee, who, in turn, have nominated said area for placement in the National Register of Historic Landmarks; and

WHEREAS, the City Planning Commission, with the quorum of said body in attendance, held a public meeting on the 7th day of June, 1973, after advertising said public hearing in a daily newspaper of local circulation, being an official newspaper in compliance with the law, in order to consider the suggested revision to said Comprehensive Zoning Ordinance of the City of Dallas, adopted to consider the suggested revision to said Comprehensive Zoning Ordinance of the City of Dallas, adopted such recommended Historic Landmark Subdistrict and Planned Development designation and made its recommendations to the City Council; and

WHEREAS, the City Council on the 9th day of July, 1973, held a public hearing on the proposed revision of the Comprehensive Zoning Ordinance recommended by the City Planning Commission after notice was published in an official newspaper on the 21st day of June, 1973, at which hearing every property owner and interested person to be heard on the zoning revision was afforded an opportunity to be heard; and

WHEREAS, at the conclusion of said hearing, the City Council directed the City

Council directed the City Attorney to prepare a revision of the Comprehensive Zoning Ordinance in legal form; Now, Therefore,

Be It Ordained by the City Council of the
City of Dallas:

Section 1. That Ordinance No. 11082, as amended, which granted Planned Development District No. 19, is hereby repealed.

Section 2. That the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, being Volume III of the Dallas City Code, as amended, be amended insofar as it applies to property hereinafter described, which shall be designated an Historic Landmark subdistrict and used under Planned Development District No. 63-H, to wit: (description of district boundaries omitted for brevity).

Section 3. That the Historic Landmark Subdistrict designation and Planned Development District No. 63-H, with reference to the hereinabove described property, authorized by Section 10 of the Comprehensive Zoning Ordinance, as amended, is approved and granted upon the following express conditions, and adopted as part of 34 of the Zoning Ordinance:

A. Definitions

1. "Primary structural decay" means damage to foundation, structural walls, or interior structure support which endangers the building's structural reliability.
2. "Natural disaster" means hurricane, tornado, hail, lightning, earthquake, or other natural phenomenon.

3. "Block" means all lots fronting on one street between two intersecting streets.
4. "Redeveloped" means any alteration to the exterior of any structure requiring a building permit.
5. Area A: (description of areas omitted for brevity).

B. Uses

Only single-family and duplex dwellings shall be permitted in Planned Development District 63-H except as hereinafter provided. No structure existing on the effective date of this ordinance shall be changed or converted to an apartment or rooming house. An application to devote property within the District for any of the following listed additional uses shall be referred to the Historic Landmark Preservation Committee for its recommendation. Such additional uses shall be restricted to those properties on which there is (a) a structure with primary structural decay; (b) a structure irreparably damaged by fire or natural disaster; (c) a structure whose owner can show evidence of economic hardship, including the burden of preservation; or (d) no structure at the effective date of this Ordinance. After recommendation of the Historic Landmark Preservation Committee the matter shall be heard by the City Planning Commission and the usual procedure for the amendment of the Planned Development District shall be thereafter followed. The following additional uses may be allowed by amendment to this Ordinance:

1. Area A:

- a. Library, Art Gallery, or Museum (public);
- b. Lodge or fraternal organization;
- c. Institution of religious, charitable, philanthropic, service or civic nature.

Each block shall include only one structure of the above uses. The additional

use in the 5000 and 5100 Blocks of Swiss Avenue shall be 20 feet of Lot 4, all of Lot 5 and 25 feet of Lot 6 in Block B/671 to be set aside as a charitable and philanthropic designation for the Salesmanship Club of Dallas, and this use is hereby approved.

The additional use in the 5500 Block of Swiss Avenue shall be 56 feet of Lot 10 and all of Lots 11 and 12 in City Block 12/1862, to be set aside as a charitable and philanthropic designation for the Women's Auxiliary to the Dallas County Medical Society, and this use is hereby approved.

2. Area B: No additional use permitted.

3. Area C, D and F:

- a. Library, Art Gallery, or Museum (public);
- b. Lodge or fraternal organization;
- c. Institution of religious, charitable, philanthropic, service or civic nature;
- d. Studio-art, music, ceramics, drama, speech, dance and similar skills;
- e. Low density multi-family (one unit per 3,200 square feet of lot);
- f. Home Office;
- g. Office, General;
- h. Bank or Saving & Loan Office;

4. Area E: U. S. Post Office.

The additional use in Area E as a U. S. Post Office is hereby approved.

C. Minimum Dwelling Unit Area for Multi-Family Uses

The minimum floor area per dwelling unit within a multi-family use, as computed for all units within a building or single building complex, shall average in any one structure or complex 1,000 square feet exclusive of halls, elevators, common storage rooms or other non-residential spaces. Units with more than one bedroom must provide an additional minimum of 120 square feet for each additional bedroom.

D. Minimum Lot Width

The minimum lot width for any single-family or duplex use in Areas A, E and F shall be 60 feet. The minimum lot width in Areas A, E and F on which any new construction may occur for uses other than single-family or duplex uses, shall be 80 feet.

The minimum lot width for any single-family or duplex use in Areas B and D shall be 50 feet. The minimum lot width in Area D on which any new construction may occur for uses other than single-family or duplex uses shall be 100 feet.

The minimum lot width in Area C for any single-family or duplex uses shall be 50 feet. The minimum lot width in Area C on which any new construction may occur for uses other than single-family or duplex uses shall be 100 feet.

E. Minimum Lot Depth

The lot on which any structure is constructed in Areas A, E and F shall have a minimum depth of 130 feet.

F. Coverage

No new construction in Area A for any use shall cover more than 20% of the area of the existing lot, not including accessory buildings.

No new construction in Areas B for any use shall cover more than 28% of the area of the existing lot, not including accessory buildings.

No new construction in Areas C and D for uses other than multi-family shall cover more than 25% of the area of the existing lot, not including accessory buildings. No new construction in Areas C and D for multi-family use shall cover more than 45% of the area of the existing lot, not including accessory buildings.

No new construction in Areas E and F for uses other than multi-family shall cover more than 20% of the area of the existing lot, not including accessory buildings. No new construction in Area F for multi-family use shall cover more than 40% of the area of the existing lot, not including accessory buildings.

(illustrative sketch omitted)

G. Height

All new or redeveloped structures in Areas A, C, D, E, and F must be within 10% of the average height of buildings adjacent to either side of the structure.

No new or redeveloped structure in Area B shall be higher than the equivalent of 2.5 stories or 30 feet, whichever is less.

H. Off-Street Parking

A minimum of two paved off-street parking spaces shall be provided for each dwelling unit. Parking shall be provided in accordance with existing zoning requirements for all other uses, except that the property owner may provide non-premise parking by showing proof of available off-street parking contracted or purchased for his use no more than 1,000 feet from the structure requiring it. In cases of institutional uses which periodically require additional parking for membership meetings or special events, evidence must be shown that off-street space is available to accommodate 70% of the projected parking load. No parking except in driveways shall be permitted in the front yard of any lot, not including Area E. No tract of land within Planned Development District 63-H shall be converted solely to parking use.

I. Signs

Historic Markers for the area will be allowed on the parkways after approval of the Historic Landmark Preservation Committee.

For the purpose of signs in Planned Development District 63-H, Sec. 41-15 through 41-18 of Art. IV of the Dallas City Code (Ordinance 14086) shall apply.

J. Screening

Where the rear service side of a building other than single-family or duplex is exposed to any single-family residence property line, a screening wall not less than six feet in height shall be erected separating the rear service side of such building from the adjacent single-family or duplex residence. Where all service, storage, and loading facilities are enclosed within a building, the above screening provision does not apply.

When parking spaces for motor vehicles are provided for other than single-family or duplex dwellings in an open location visible from a single-family residence adjacent to the site, whether or not the spaces are separated from the residence by a street or alley, a screening wall not less than four feet in height shall be provided along the boundary of such parking areas.

Garbage storage areas for other than single-family or duplex dwellings shall be screened by a six (6) foot high screening wall on all sides, except where one side is adjacent to an alley or easement used for garbage pick-up service, which side is not required to be screened.

No screening wall or planting or other visual barriers shall be located so that the vision of motor vehicle drivers approaching any street, drive or alley intersection is obstructed.

K. Subdivision Plat

For any proposed new development, a subdivision plat defining the area or areas to be developed as a unit shall be reviewed and acted upon by the City Planning Commission after the Historic Landmark Preservation Committee has reviewed said plat and made its recommendation. The approved plat shall be filed in the office of the County Clerk. Such plat shall show all utility and drainage

easements, alleys, streets, and other public improvements necessary to meet the normal requirements for platting and shall be accomplished prior to the issuance of a building permit.

L. Minimum Front Yard

A minimum front yard of 65 feet shall be maintained in the construction of all new or redeveloped structures in Areas A, E and F.

A minimum front yard of 30 feet shall be maintained in the construction of all new or redeveloped structures in Areas B, C and D.

M. Minimum Side Yard

A minimum side yard of 10 feet from a property line between any two lots shall be provided for all new or redeveloped structures in Areas A and F. On a corner lot in these areas the side yard adjacent to a street shall not be less than 15 feet. No balcony, porch, or any portion of the building may extend into the required side yard; except, that, a roof, not to exceed three feet, may overhang the side yard. Where the same building has more than one wall face adjacent to the same lot line, all such walls shall observe the above side yard restrictions.

N. Minimum Rear Yard

No structure of any use except detached accessory buildings shall be constructed in Area A nearer than 60 feet to the rear property line of those lots measuring 200 feet to 230 feet in depth; no nearer than 90 feet to the rear property line for lots measuring 231 to 250 feet in depth; and no nearer than 120 feet to the rear property line for lots measuring 251 to 300 feet in depth.

No structure of any use shall be constructed in Areas B and C nearer than 50 feet to the rear property line.

No structure of any use shall be constructed in Area D nearer than 60 feet to the rear property line for all uses other than multi-family. For multi-family uses in Area D the minimum rear yard requirement shall be 25 feet from the rear property line where there is no alley and 15 feet from the rear property line where there is an alley.

No structure of any use shall be constructed in Area E nearer than 70 feet to the rear property line.

No structure of any use other than multi-family shall be constructed in Area F nearer than 120 feet to the rear property line. In the case of multi-family uses in Area F, a minimum rear yard of 25 feet from the back property line shall be required.

0. Accessory Buildings

Accessory buildings attached to the main building shall be considered as part of the main building for the purpose of front, side, and rear yard requirements.

Detached accessory buildings shall be constructed to the rear and no closer than, 15 feet to the main building and shall be subject to the provisions of Section 22 of the Comprehensive Zoning Ordinance.

Section 4. Preservation Criteria

No construction of new structures nor redevelopment of existing structures

shall be permitted which will adversely affect any historical, architectural or cultural feature of the subdistrict. Any construction or redevelopment in Areas A, D and F shall comply with eight (8) or more of the following twelve (12) criteria as the pattern is set out in paragraphs A, B, C and D below; any construction or redevelopment in Areas B or C shall comply with five (5) or more of the first seven (7) criteria as the pattern is set out in paragraphs A, B and C below. A structure shall be considered to have met a criterion when, as determined by the Historic Landmark Preservation Committee, it is substantially consistent with structures within the same block of the subdistrict.

A. Qualities of the Block

All new or redeveloped structures shall comply with both of the following elements:

1. Rhythm of spaces between buildings-the rhythm established by a recurrence of the ratio between building widths and the spaces between them:

(illustrative sketch omitted)

2. Landscaping-the open expanse of front lawns and the quantities of planting within them. (illustrative sketch omitted)

B. Qualities of the Building Form

All new or redeveloped structures shall comply with two (2) or more of the following elements:

3. Height-width ratio-the relationship between the height and width of the front facade, including wings, porches and colonades. (illustrative sketch omitted)

4. Shape of facade-a building silhouette which results from the structure's geometric configuration. (illustrative sketch omitted)
5. Multiplicity of roof forms-the number of roofs being used as well as their direction, pitch and arrangement. (illustrative sketch omitted)

C. Qualities of Building Treatment

All new or redeveloped structures shall comply with one or both of the following elements:

6. Color-the color of a natural material or an applied color, such as paint.
7. Material-primarily brick, stucco, wood, stone.

All new or redeveloped structures in Areas A and D shall comply with one or both of the following elements:

8. Horizontal projections-the ratios between the facade area of the main building and the horizontal additions such as wings, colonades, carports, greenhouses, etc. (illustrative sketch omitted)
9. Distribution and proportion of facade openings-size and position of windows, doors, archways, etc., as well as any ratio or rhythmic relations between these openings and solid portions of the building facade. (illustrative sketch omitted)

D. Qualities of Facade Accentuation

All new or redeveloped structures in Areas A and D shall comply with two (2) or more of the following elements:

10. Porch or entrance projections-the size, shape and prominence of the structure's entry. (illustrative sketch omitted)
11. Detailing-the manner in which materials are used, the way in which materials or structural elements are joined, and the fashion in which elements

such as columns, eaves, or arches are used and combined to create a particular architectural style. (illustrative sketch omitted)

12. Embellishment-the use of applied decoration such as leaf patterns, scrolls, stained glass, etc. Generally these decorations are found along roof lines and above facade openings. (illustrative sketch omitted)

Section 5. The attached map showing Areas A, B, C, D, E and F shall constitute the development plan as required by Section 10-660 of the Comprehensive Zoning Ordinance.

Section 6. No Certificate of Occupancy for a structure in Planned Development District 63-H shall be issued by the Building Official until there has been full compliance with the requirements of the building for which the Certificate is issued, together with all other provisions of this Ordinance and any applicable provisions of the Zoning Ordinance and the Building Codes.

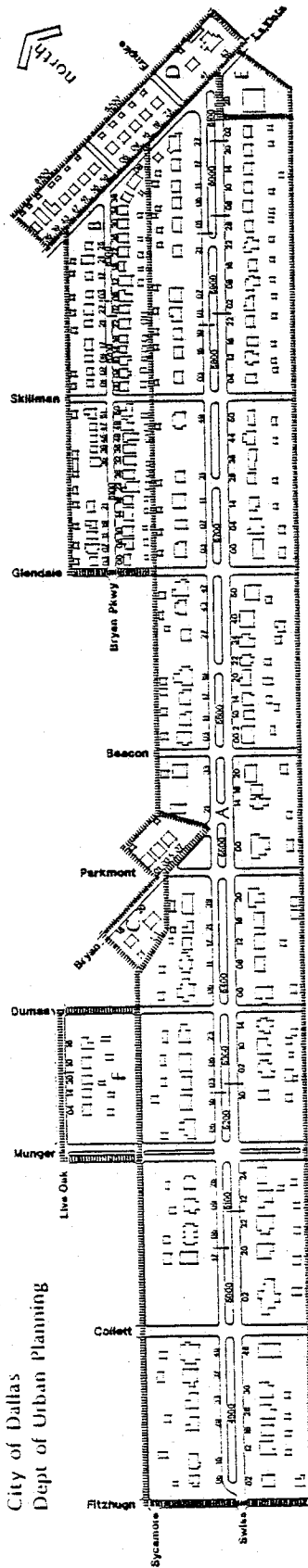
Section 7. That any person, firm or corporation violating any of the terms and provisions of this Ordinance shall be subject to the same penalties provided for in Ordinance No. 10962, particularly Section 35 thereof.

Section 8. If any section, subsection, sentence, provision, clause or phrase of this Ordinance, and same are deemed severable for this purpose.

Section 9. This Ordinance shall take effect immediately from and after its passage and final publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

S W I S S A V E N U E H I S T O R I C D I S T R I C T 1 9 7 3

City of Dallas
Dept of Urban Planning



2/16/78

ORDINANCE NO. _____

An Ordinance establishing structural, architectural, and aesthetic qualities of fences in the Swiss Avenue Historic District, which is Planned Development District No. 63-H; providing definitions; providing for placement of fences; restricting the material and design of enclosures of porte cocheres; providing for variances to the regulations; amending Ordinance No. 14247 by adding subsections "P" and "Q" to Section 3; providing for a penalty not to exceed a \$200 fine; and providing an effective date.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That Section 3 of Ordinance No. 14247, amending the Comprehensive General Zoning Ordinance of the City of Dallas, Ordinance No. 10962, is amended by adding subsection P, "FENCES," and Q, "PORTE COCHERES," as follows:

"P. FENCES

(1) In this subsection

(a) Corner lot means a lot bounded on at least two sides by intersecting or merging public streets.

(b) Fence means a structure that acts as a barrier or screen and is accessory to the main structure on a lot.

(c) Finished side means the side of a fence that does not reveal the structural components, unless the structural components are revealed to each side.

(d) Horizontal projection means a substructure on the side of a main structure with dimensions from front to back not as great as those of the main structure, such as a porte cochere, porch, sunroom, or study.

(e) Landscape means evergreen plants that screen or cover a fence.

(f) Main structure means the dominant building on a lot.

(g) Structural component means a post, column, or other vertical or horizontal member providing support and strength for a fence.

(2) A fence other than an alley fence shall not exceed a height of eight feet above ground level.

(3) A fence other than a fence facing an alley shall be constructed of the following materials only:

(a) Chain Link. The galvanized metal must be painted a color that complies with the hue, value, and chroma ratings prescribed and specified in the Munsell Book of Color, Neighboring Collection, 1973, an extract of which is attached hereto and made a part hereof. Landscaping is recommended.

(b) Wrought Iron. The wrought iron shall be painted a color that complies with the hue, value, and chroma ratings prescribed and specified in the Munsell Book of Color, Neighboring Collection, 1973.

(c) Wood. The wood shall not be painted or stained. Each fence shall be trimmed at the top with a horizontal wood cap or horizontal wood trim running the length of the fence. The side facing a public street shall be a finished side and shall be landscaped.

(d) Masonry. The color, texture, and dimensions of masonry units shall match the existing masonry structure as near as practicable. The color, width, type, and elevation of mortar joints shall be the same as in the existing masonry structure as near as practicable. Stucco walls shall match the existing stucco or masonry structure in color, texture, and detail as near as practicable. All exposed brick shall be fired brick as defined by American Standards Testing Materials designation C-126-75A, type grade FBS-SW.

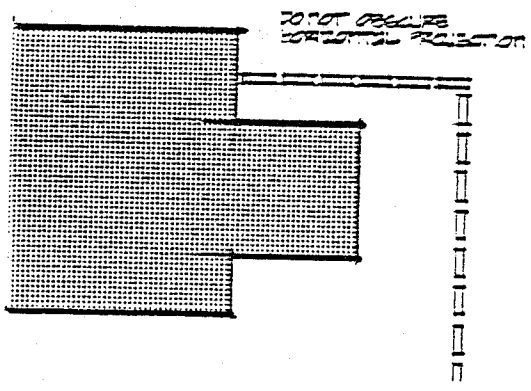
(4) (a) A fence shall be constructed in a plumb and vertical position, the top edge being level and horizontal. A fence shall run parallel to or at a 90 degree angle to the property line.

(b) Each vertical structural component shall be secured in the ground with a foundation sufficient to prevent leaning, and shall be spaced at a constant interval no greater than eight feet.

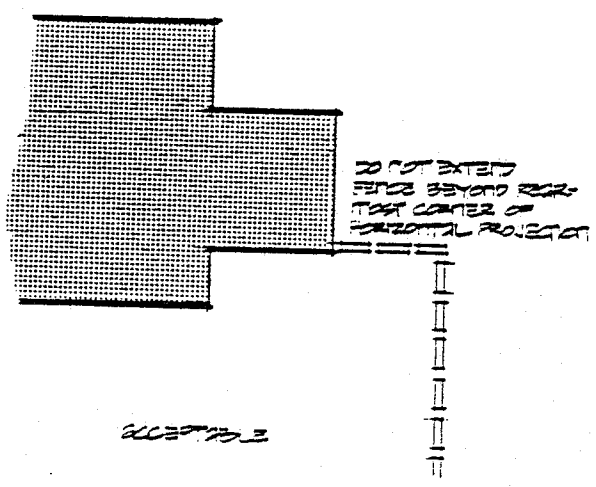
(c) Wooden structural posts shall be no less than four inches square. The portion of a wooden post set below ground level shall be treated with pentachlorophenol or other water-repelling wood preservative.

(5) (a) No fence shall be erected in the required front yard. A fence in a side yard shall not extend toward the front of the structure beyond the rearmost corner of the rearmost horizontal projection of the structure. If there is no horizontal projection, a fence shall be set back from the front line of the structure a minimum of 50 percent of the side depth of the structure, and shall not extend toward the front of the structure beyond that point.

FRONT

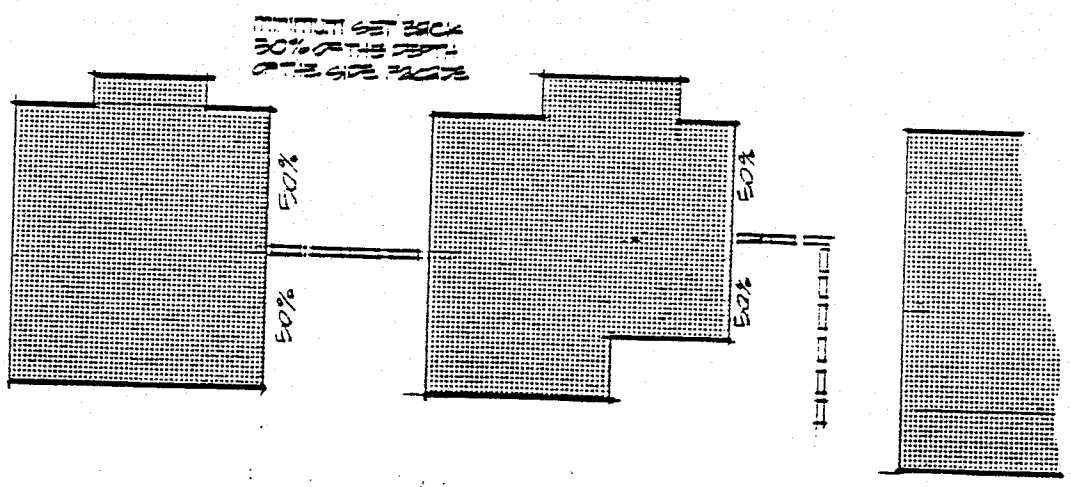


NOT ACCEPTABLE

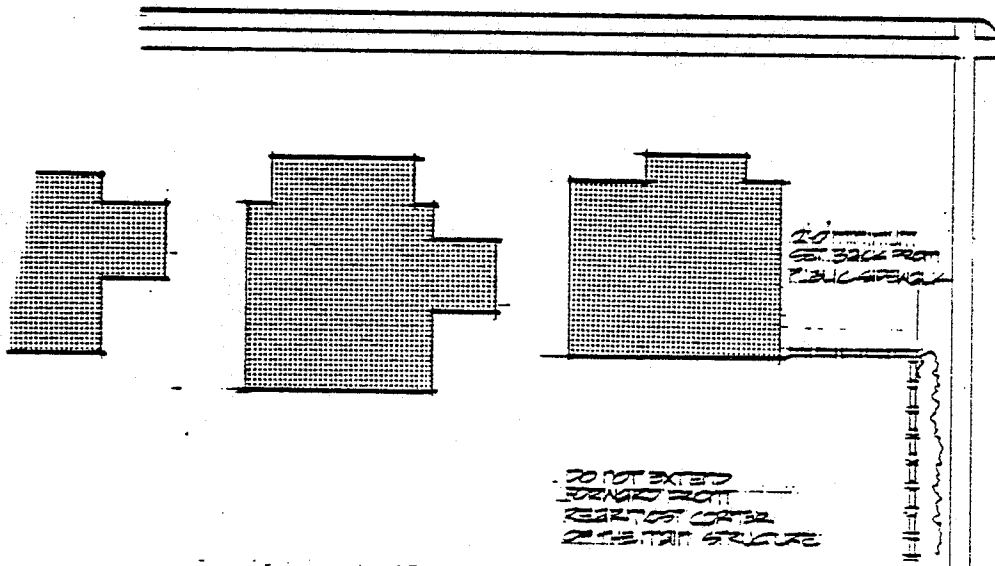


ACCEPTABLE

FRONT



(b) A fence constructed on a corner lot shall not extend toward the front of the structure beyond the rearmost corner of the main structure on the street side. A fence shall be set back from a public sidewalk at least two feet.



(6) The Historic Landmark Preservation Committee in its review of a building permit application, and the City Plan Commission in its review of a recommendation of the Historic Landmark Preservation Committee as to whether a certificate of appropriateness should be issued, may allow variances to the fence requirements as contained in this subsection as follows:

(a) The standards relating to fence placement contained in subparagraph (5) may be varied if (i) they conflict with a specific architectural feature of the structure, or (ii) existing partial walls or fences extend from the structure and the owner wishes to extend the wall or fence using the same materials and design as near as practicable, or (iii) more visual screening is necessary to insure privacy because of the unusually close proximity of a neighboring structure. Furthermore, with respect to the standards pertaining to placement of a fence on a corner lot, a variance may

be allowed if the lot is on a corner with high pedestrian or vehicular traffic or the distance from the street curb to the side of the structure is less than 30 feet.

(b) A wooden fence may be painted or stained if the result will be consistent with the historic character of the structure.

Q. PORTE COCHERES

Enclosure of porte cocheres shall be of wrought iron only. The design of the wrought iron shall be consistent with the character of this prominent architectural element."

SECTION 2. That a person violating a provision of this Ordinance, upon conviction, is punishable by a fine not to exceed \$200.

SECTION 3. That the terms and provisions of this Ordinance are severable and are governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 4. That Ordinance No. 14247, as amended, shall remain in full force and effect, save and except as amended by this Ordinance.

SECTION 5. That this Ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

APPROVED AS TO FORM:

LEE E. HOLT, City Attorney

By: 

Passed and correctly enrolled _____, 1978.

0037B/jn

ATTACHMENT #1

Allowable hue, value, and chroma ratings perscribed in the Munsell Book of Color, Neighboring Collection, 1973

2.5R		4/2 3/2 2.5/2	3/4		2.5GY		4/2 3/2	
5R	4/1 3/1 2.5/1	4/2 3/2 2.5/2	4/4 3/4		5GY	4/1 3/1 2.5/1	4/2 3/2	
7.5R		4/2 3/2 2.5/2	4/4 3/4	3/5	7.5GY		4/2 3/2	4/4
10R	4/1 3/1 2.5/1	4/2 3/2 2.5/2	4/4 3/4		10GY	4/2 3/1 2.5/1	4/2 3/2 2.5/2	4/4
2.5YR		3/2 2.5/2	3/4		2.5G		3/2 2.5/2	3/4
5YR	4/1 3/1 2.5/1	4/2 3/2			5G	3/1 2.5/1	3/2 2.5/2	3/4
10YR	4/1 3/1 2.5/1	4/2 3/2	4/4		7.5G		3/2 2.5/2	3/4
2.5Y		3/2			10G	3/1 2.5/1	3/2 2.5/2	3/4
5Y	4/1 3/1 2.5/1	4/2 3/2	4/4		2.5BG		3/2 2.5/2	3/4
7.5Y		3/2			5BG	3/1 2.5/1	3/2 2.5/2	
10Y	4/1 3/1 2.5/1	4/2 3/2			7.5BG		3/2 2.5/2	
					10BG	3/1 2.5/1	3/2 2.5/2	

ATTACHMENT #1

Allowable hue, value, and chroma ratings perscribed in the Munsell Book of Color, Neighboring Collection, 1973

2.5R		4/2 3/2 2.5/2	3/4	2.5GY		4/2 3/2	
5R	4/1 3/1 2.5/1	4/2 3/2 2.5/2	4/4 3/4	5GY	4/1 3/1 2.5/1	4/2 3/2	
7.5R		4/2 3/2 2.5/2	4/4 3/4 3/6	7.5GY		4/2 3/2	4/4
10R	4/1 3/1 2.5/1	4/2 3/2 2.5/2	4/4 3/4	10GY	4/2 3/1 2.5/1	4/2 3/2 2.5/2	4/4
2.5YR		3/2 2.5/2	3/4	2.5G		3/2 2.5/2	3/4
5YR	4/1 3/1 2.5/1	4/2 3/2		5G	3/1 2.5/1	3/2 2.5/2	3/4
10YR	4/1 3/1 2.5/1	4/2 3/2	4/4	7.5G		3/2 2.5/2	3/4
2.5Y		3/2		10G	3/1 2.5/1	3/2 2.5/2	3/4
5Y	4/1 3/1 2.5/1	4/2 3/2	4/4	2.5BG		3/2 2.5/2	3/4
7.5Y		3/2		5BG	3/1 2.5/1	3/2 2.5/2	
10Y	4/1 3/1 2.5/1	4/2 3/2		7.5BG		3/2 2.5/2	
				10BG	3/1 2.5/1	3/2 2.5/2	

**Trinity
Methodist
Church**

CITY OF DALLAS

TRINITY METHODIST CHURCH

February, 1976

ORDINANCE NO. 15089

An Ordinance amending the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, and known as Volume III of the Dallas City Code, as amended, by permitting the following described property, which is presently zoned a Heavy Commercial District, to be designated as a permanent Office District 2. (See boundary map).

Providing that the above described property shall be an Historic Landmark as provided in Sections 3-100, 4-121, 10-1901 and 10-1092 of the Comprehensive Zoning Ordinance of the City of Dallas, being Volume III of the Dallas City Code, as amended; providing for additional permitted uses within the above described tract; providing for specific criteria for preservation of the exterior of the Trinity Methodist Church, which is located on said tract; providing a penalty; providing a severability clause; and providing an effective date.

WHEREAS, pursuant to CHAPTER 19A of the Dallas City Code, as amended, a committee known as the Historic Landmark Preservation Committee has been created; and

WHEREAS, said Committee has thoroughly familiarized itself with the buildings, land, areas and districts within the City which may be eligible for designation as Historic Landmarks and has met and recommended to the City

Plan Commission that the area hereinabove described containing the building commonly known as the Trinity Methodist Church, be designated as an Historic Landmark; and

WHEREAS, the City Plan Commission, with a quorum of said body in attendance, held a public meeting on the 1st day of May, 1975, after advertising said public hearing according to law, in order to determine proper zoning of the subject tract and to consider the suggested designation of the Trinity Methodist Church as an Historic Landmark, and at the close of such hearing, recommended that such property be rezoned from a Heavy Commercial District to an Office District 2, that the Trinity Methodist Church be designated as an Historic Landmark, and made its recommendation to the City Council; and

WHEREAS, the City Council, on the 16th day of June, 1975, held a public hearing on the proposed revision of the Comprehensive General Zoning Ordinance and the designation of the Trinity Methodist Church as an Historic Landmark, as recommended by the City Plan Commission, after notice was given according to law, at which hearing every property owner and interested person to be heard on the zoning revision was afforded an opportunity to be heard; and

WHEREAS, at the conclusion of said hearing, the City Council approved the recommendation of the City Plan Commission, Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, and known as

CHAPTER 51 of the 1960 Revised Code of Civil and Criminal Ordinances of the City of Dallas, be, and it is hereby amended insofar as it applies to the property hereinafter described, which is presently zoned a Heavy Commercial District, and shall hereafter be classified as an Office District-2, Historic District/1, subject to the conditions and modifications hereinafter specified. (See boundary map)

SECTION 2. That the building known as the Trinity Methodist Church, hereinafter referred to as "the church", located on the above described property, be and it is hereby declared to be an Historic Landmark, as provided in CHAPTER 19A of the Dallas City Code.

SECTION 3. In addition to the uses allowed in the Office-District 2 under the terms of Section 10 of the Comprehensive General Zoning Ordinance of the City, the above described property may be used as a Music Conservatory or Theater.

SECTION 4. No additions to or redevelopment of the church shall be permitted which will adversely affect any historical or architectural feature of such building. All alterations, reconstructions and additions shall conform to the following criteria:

1. Fenestration and Openings: The relationship existing between brick walls, windows and door openings shall be maintained. All stained glass windows in the sanctuary area which are visible from the exterior of the building shall remain in place. Stained glass windows located in other areas which are visible from the exterior of the building may be removed upon approval of the Historic Landmark Preservation Committee provided

that such windows are appropriately reinstalled in other areas of the church.

II. Masonry Materials: All additions, extensions and alterations of the exterior of the church shall employ masonry materials or other materials which retain the basic texture and grain of the existing brick.

III. Roof: The configuration and surface pattern of the existing roof shall be retained. All additions and extensions to the church shall employ a roofing material comparable with the existing roof in texture and design.

IV. Embellishments and Detailing: All ornamental detailing, including but not limited to the detailing specified below and indicated on Attachment No. "1", which is attached hereto and made a part hereof by reference, shall remain intact:

- A. Sullivanesque terracotta-type filigree
- B. Cast Stone and stone--cappings, sills, lintels, coarsing and ornamental work
- C. Metal pinnacles
- D. Ornamental brick detailing

V. Color: The coloring of the existing facade, including additions, extensions and alterations, shall comply with the hue, value and chroma content of the Munsell Color System as outlined in Munsell Book of Color, Neighboring Hues Collection, 1973:

A. Predominant building color of natural brick: The existing brick facade shall not be altered with the exception of maintenance cleaning as

necessary. A clear sealant may be applied as a preservative. The color of any additions or alterations to the church shall coincide as nearly as practicable to a color range bounded by and including the following Munsell Color System ratings: 5.0YR (7/4, 6/4), 7.5YR (8/4, 7/4) and 10.YR (8/4, 7/4).

B. Trim colors: Except as provided in this subparagraph, all additions of and alterations to window frames, cornices, soffits and the exposed structural framework shall coincide to a color range bounded by and including the following Munsell Color System rating: 5.0YR (no value rating lower than 4 nor higher than 8 and no chroma rating lower than 2 or higher than 6); 7.5YR (no value rating lower than 5 nor higher than 8 and no chroma rating lower than 2 or higher than 6); 10.YR (no value rating lower than 5 nor higher than 8 and no chroma rating lower than 2 or higher than 6). Stone and Cast stone composing cappings sills, lintels, coursings, ornamental work and ornamental brick work shall not be altered except for maintenance cleaning. A clear sealant may be applied as a preservative. Additions of and alterations to terra cotta filigree shall coincide as nearly as practicable with the Munsell Color System ratings of 7.5YR (8/2, 8/4) and 10.YR (8/2, 8/4). Additions of and alterations to the roof shall coincide as nearly as practicable with the Munsell Color System Ratings of 10.0YR (8/2, 7/2, 6/2, 5/2) and 2.5YR (8/2, 7/2, 6/2, 5/2).

C. Accent color: Color used to call attention to and accentuate small details and features of the building facade, which is not trim color or predominant building color may be any color except those capable of emitting electro-magnetic radiation as visible light (i.e. fluorescent color).

VI. New Construction: Additions to the existing building shall be in harmony with the basic configuration created by the massing of towers, sanctuary and assembly area, and shall comply with the requirements specified for an Office-District 2. No new construction is allowed within the following described area:

BEGINNING AT A POINT on the church facade at the southernmost corner of the transept facade facing southwest;

THENCE in a westerly direction along a line to the property line on McKinney Avenue, said line running from a 60° angle based along the church facade;

THENCE in a northeasterly direction along the property line of McKinney Avenue to a point on a line, said line being an extension of a line running parallel to and even with the southwest church facade;

THENCE in a southeasterly direction along said line to the place of beginning.

Such area is illustrated on Attachment No. "2", which is attached hereto and made a part hereof for all purposes.

VII. Lighting and Landscaping: Lighting and the placement and removal of trees and shrubs shall be approved by the Historic Landmark Preservation Committee prior to commencement of work.

VIII. Public Improvements: All proposed public improvements of streets abutting the above described property shall be approved by the Historic

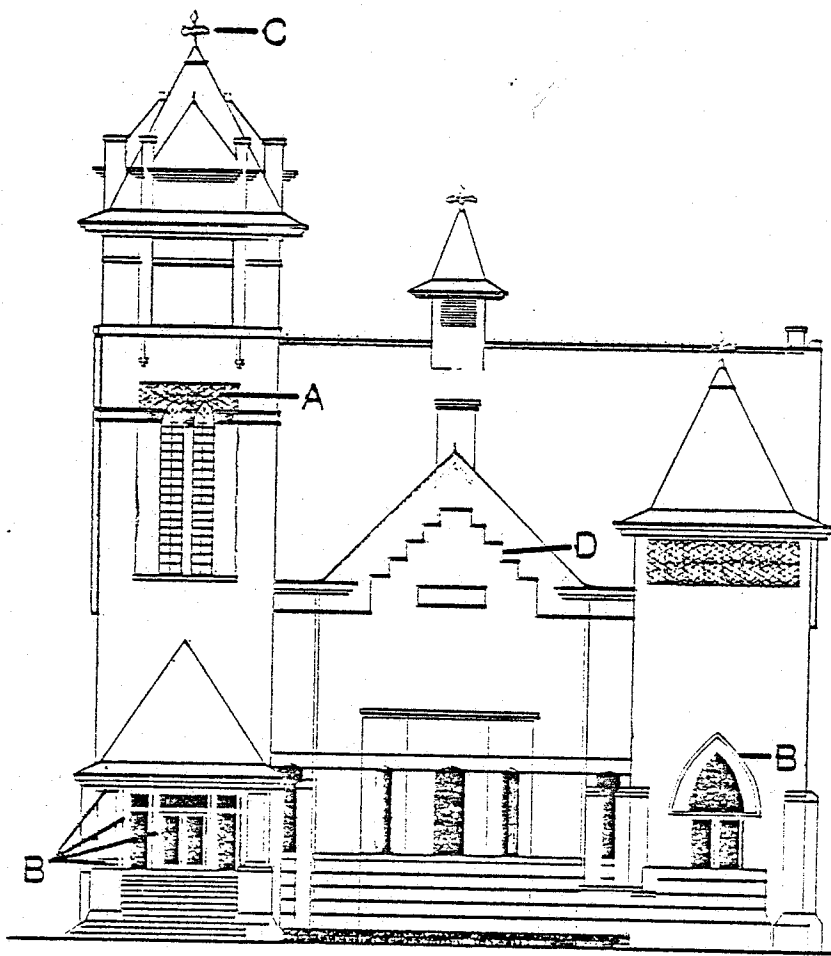
Landmark Preservation Committee prior to commencement of work.

IX. Signs: Placement of additional signs and alterations to existing signs shall be approved by the Historic Landmark Preservation Committee and the City Plan Commission.

SECTION 5. That a person who violates a provision of this Ordinance is guilty of a separate offense for each day or portion of a day during which the violation is committed, continued, or permitted, and each offense is punishable by a fine not to exceed \$200.

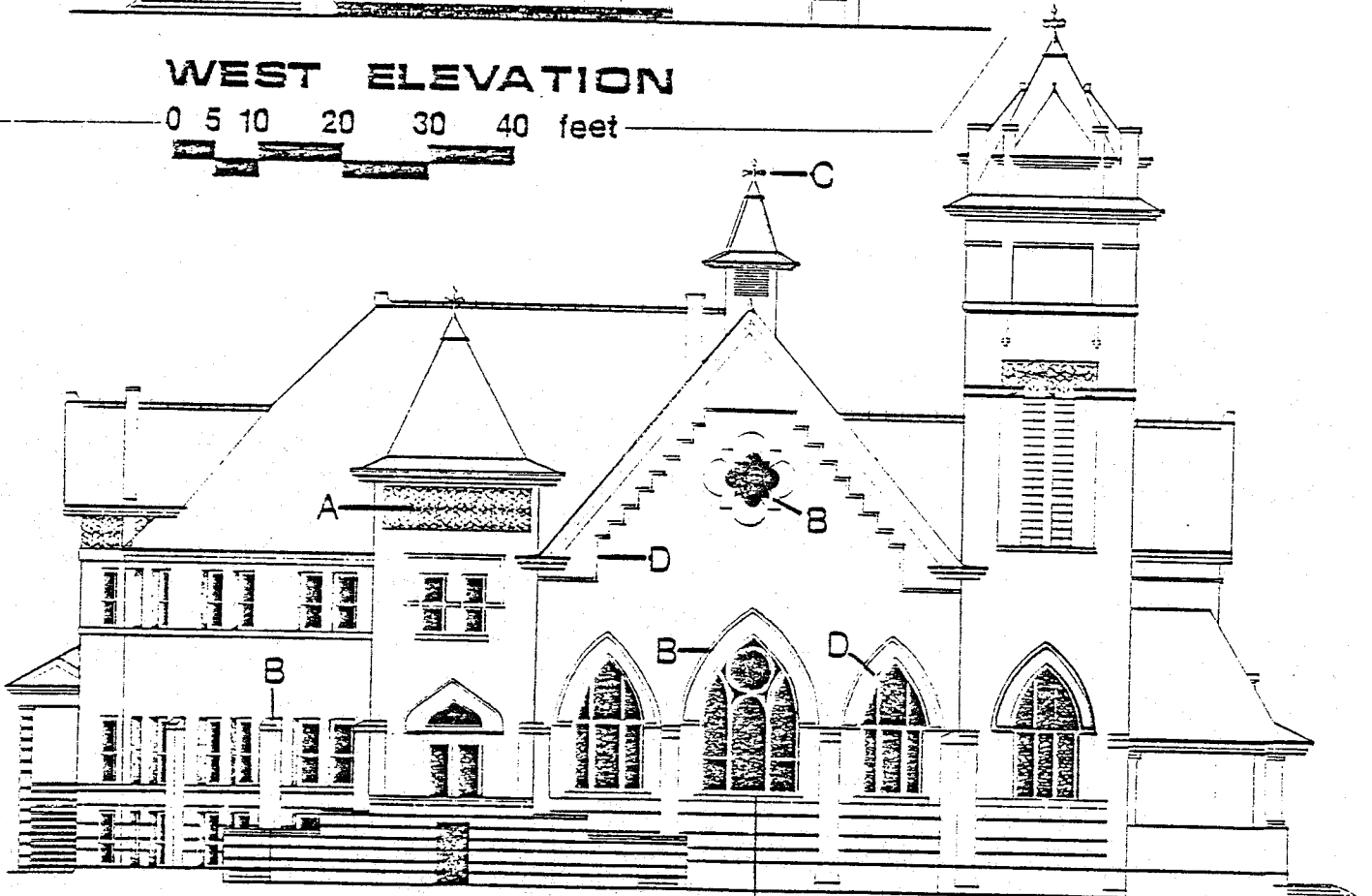
SECTION 6. That the terms and provisions of this Ordinance are severable and are governed by Section 1-4 of CHAPTER 1 of the Dallas City Code, as amended.

SECTION 7. That this Ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.



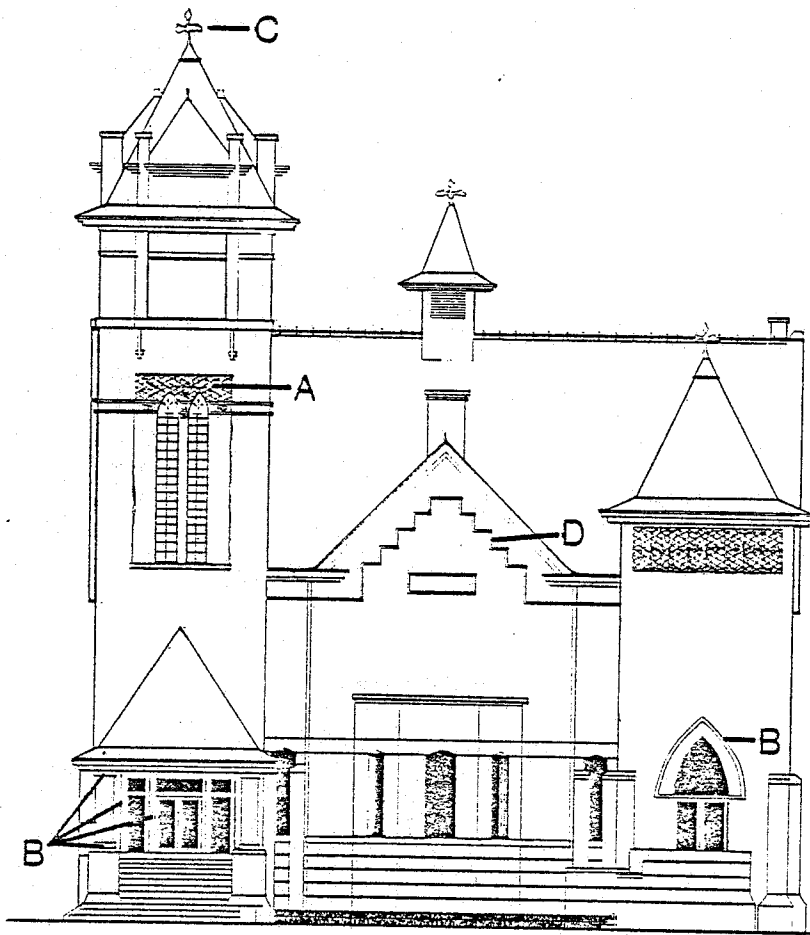
WEST ELEVATION

0 5 10 20 30 40 feet



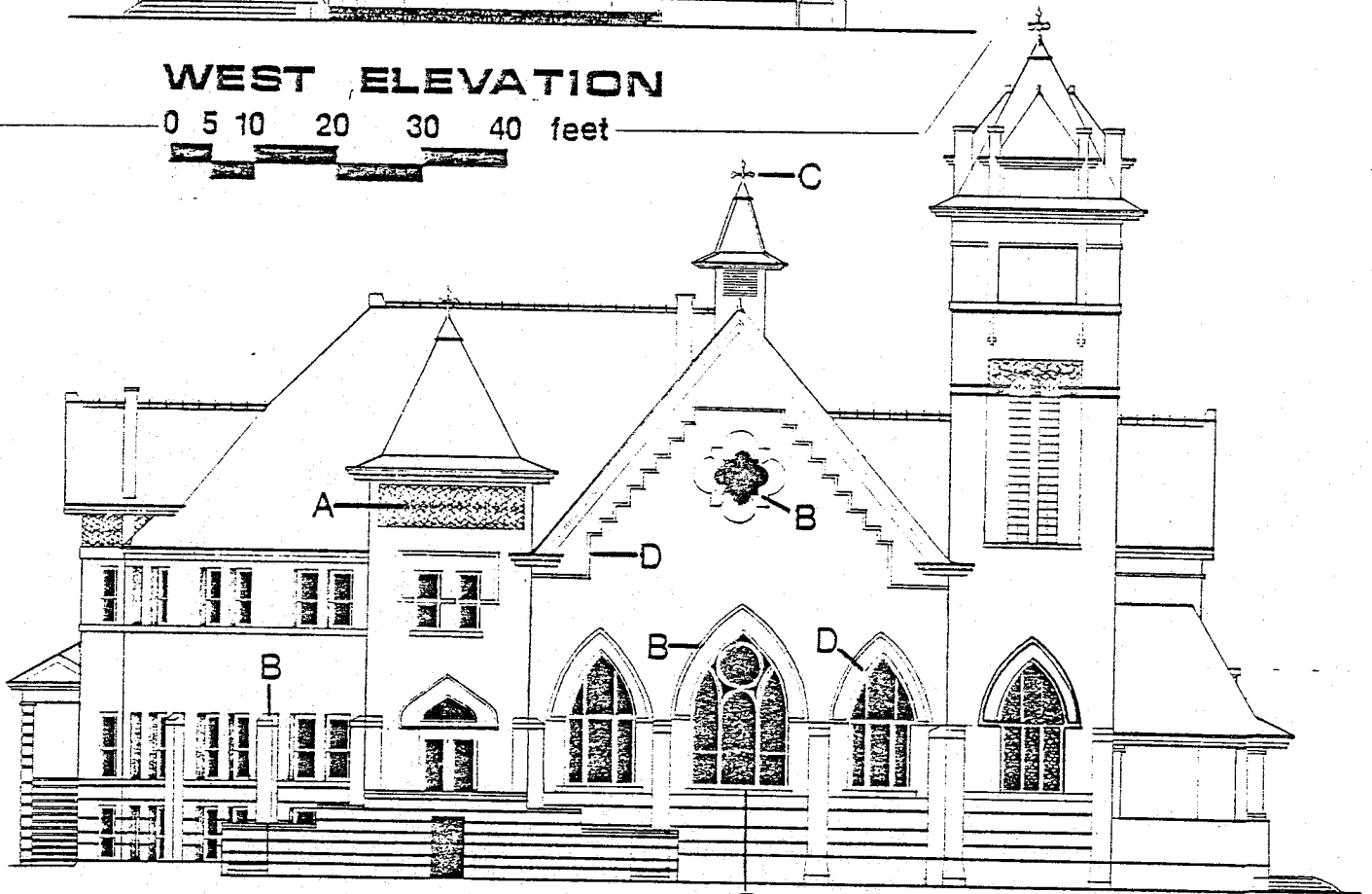
NORTH ELEVATION

0 5 10 20 30 40 feet



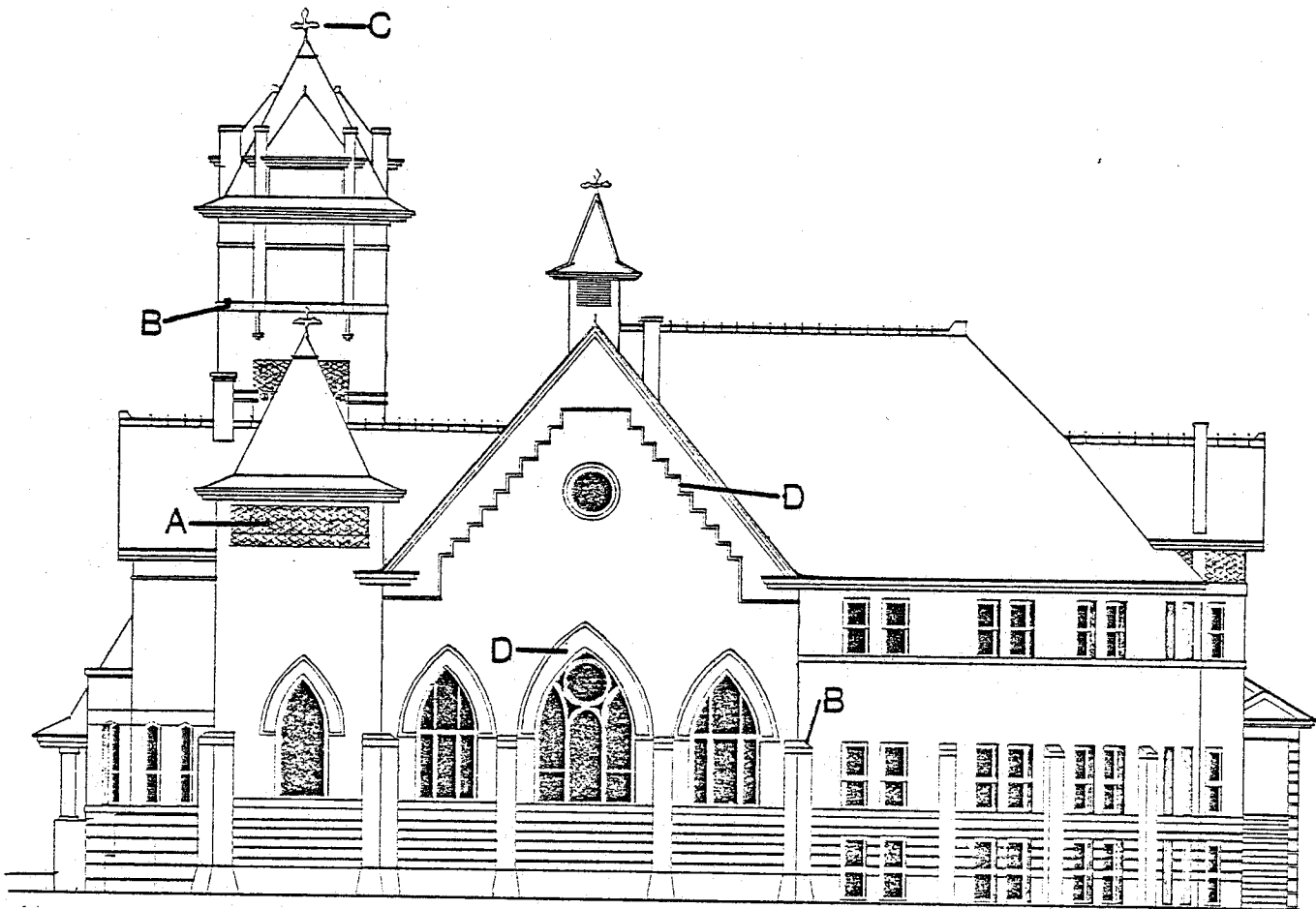
WEST ELEVATION

0 5 10 20 30 40 feet



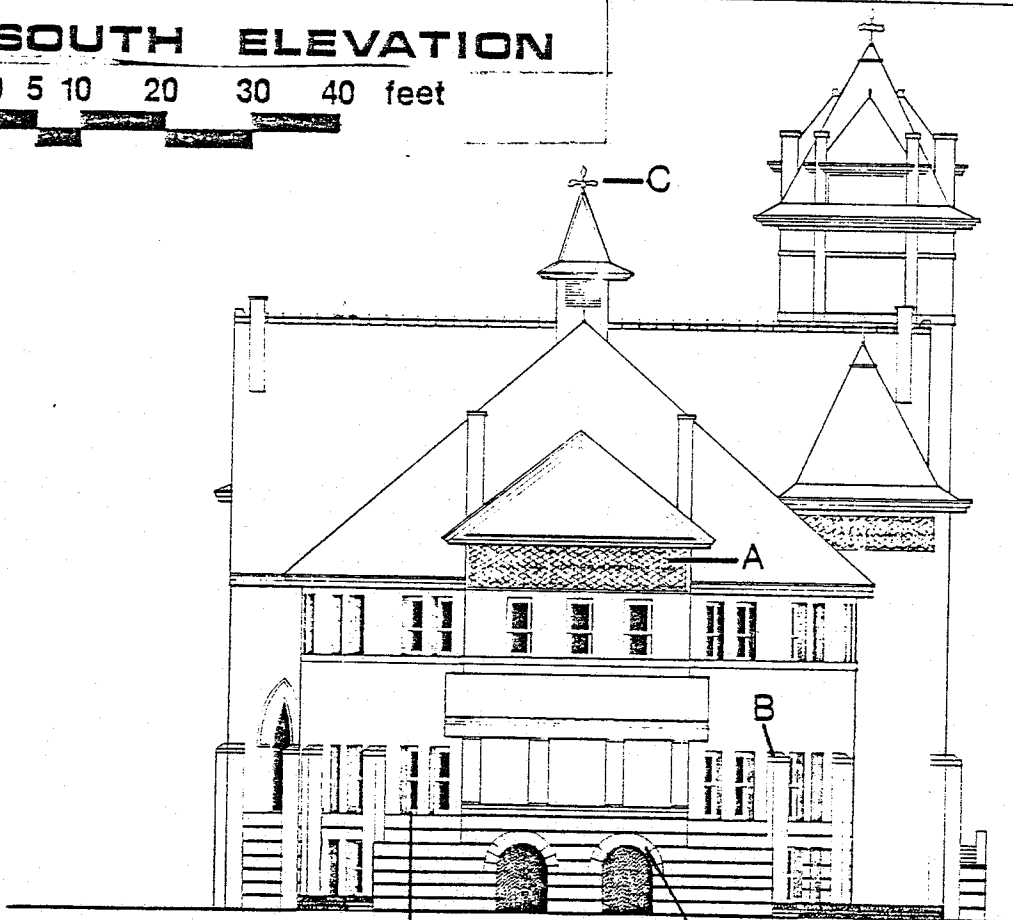
NORTH ELEVATION

0 5 10 20 30 40 feet



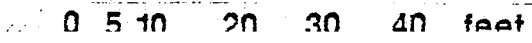
SOUTH ELEVATION

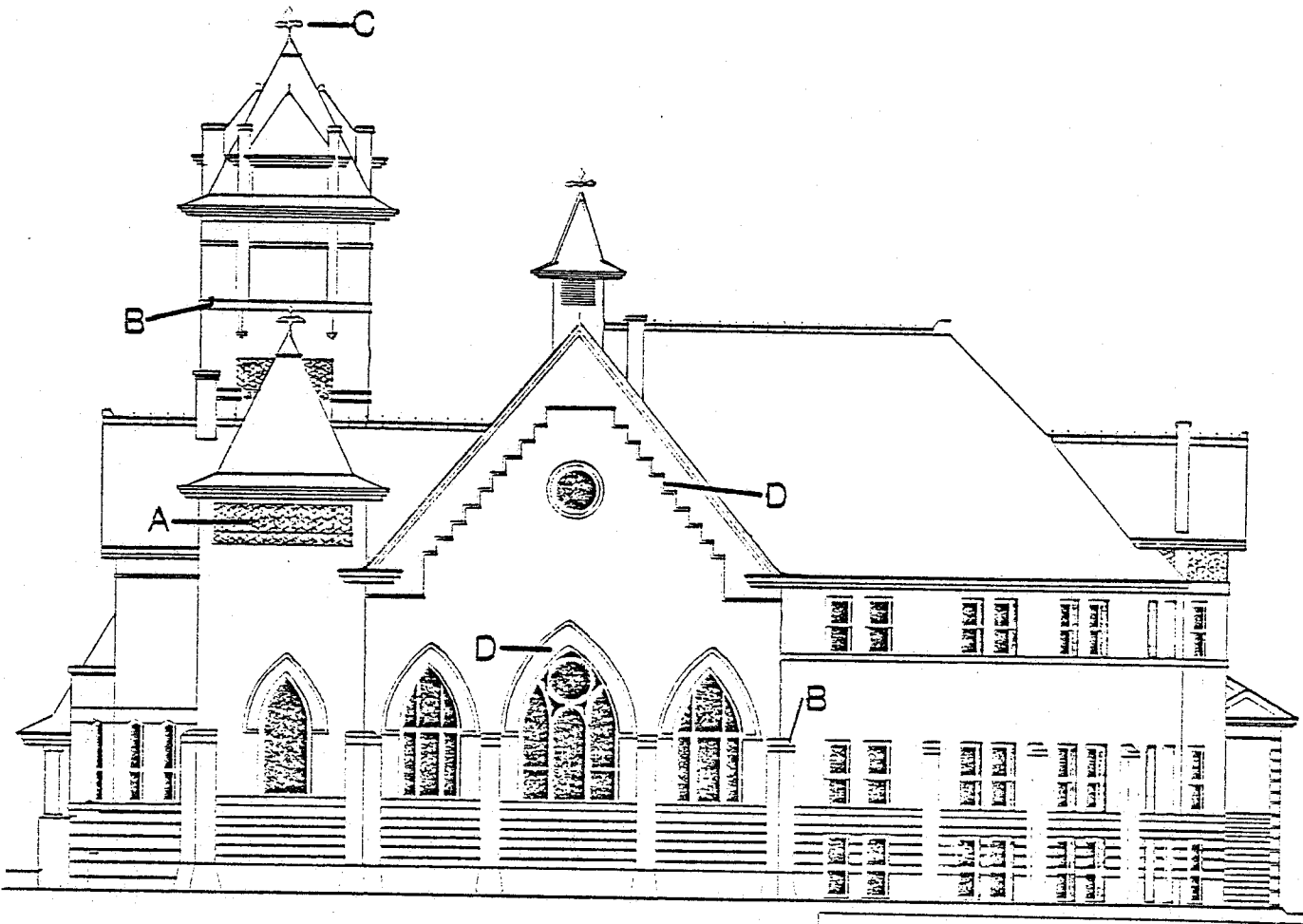
0 5 10 20 30 40 feet



EAST ELEVATION

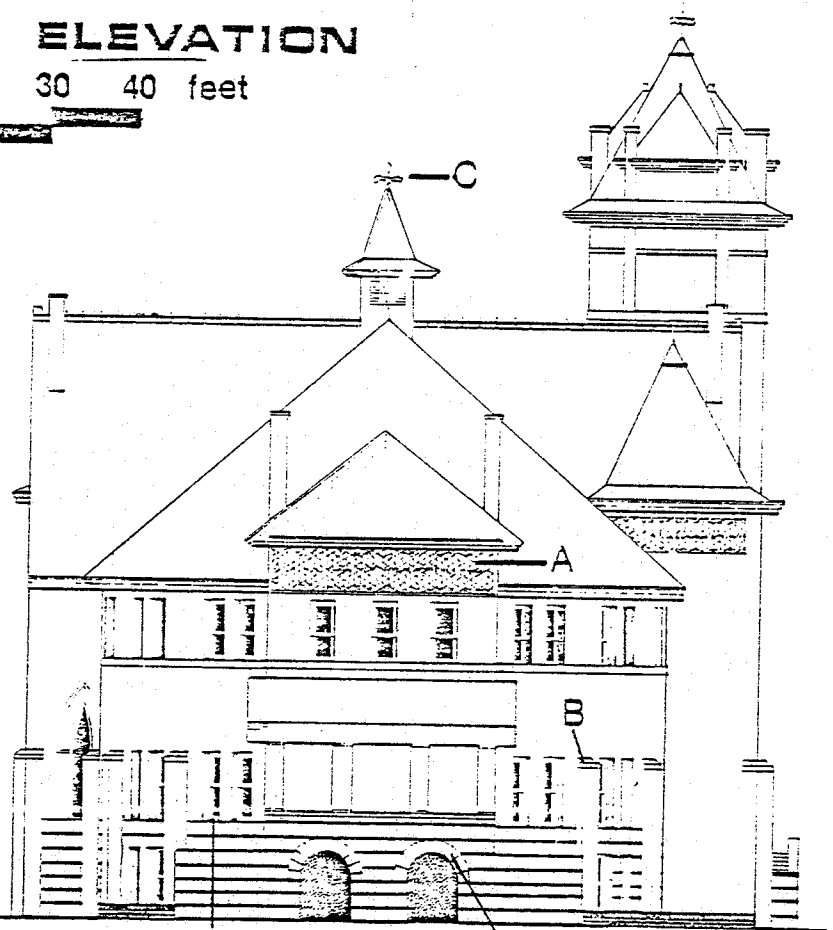
0 5 10 20 30 40 feet



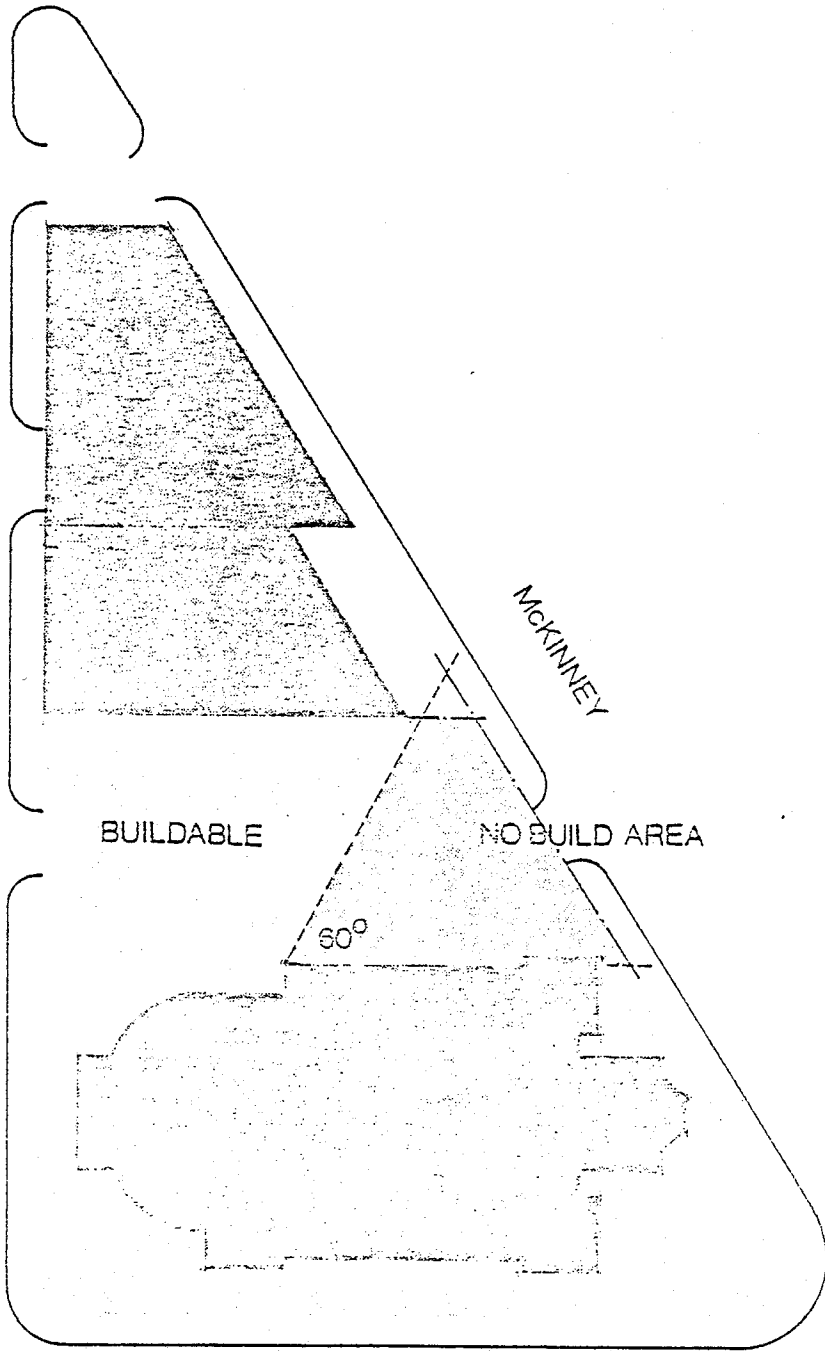


SOUTH ELEVATION

0 5 10 20 30 40 feet



EAST ELEVATION



THOMAS

McKINNEY

BUILDABLE

NO BUILD AREA

60°

PEARL

ATTACHMENT "TWO"



948

ST.

2

948

ALICE

948

A

541

550

LEONARD

RD.

PEARL

ST.

SPRINGS

948

PEARL

G

542

AVE.

THOMAS

OLIVE

ST.

540

OLIVE

CEDAR

948

ST.

McKINNEY

539

HARWOOD

ST.

525

HARWOOD

ST.

525

358

ST.

524

ROGERS

293

ST. PAUL

WOODALL

NORTH

AKAR

Union Terminal

CITY OF DALLAS

UNION TERMINAL - HISTORIC SITE

January, 1977

ORDINANCE NO. 15382

An Ordinance amending the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, and known as Volume III of the Dallas City Code, as amended, by rezoning the following described property from its present Central Area District 1 to a permanent Central Area District 1 - Historic/5. (See boundary map)

Providing that Union Terminal, located on the property described above, shall be an Historic Landmark as provided in Sections 3-100, 4-121, 10-1901 and 10-1092 of the Comprehensive Zoning Ordinance of the City of Dallas; providing for specific criteria for preservation of the exterior of the Union Terminal; providing a penalty; providing a severability clause; and providing an effective date.

WHEREAS, pursuant to CHAPTER 19A of the Dallas City Code, as amended, a committee known as the Historic Landmark Preservation Committee has been created; and

WHEREAS, said committee has thoroughly familiarized itself with the buildings, land, areas and districts within the City which may be eligible for designation as Historic Landmarks and has recommended to the City Plan Commission that the area hereinabove described containing the building commonly known as Union Terminal, be designated as an Historic Landmark; and

WHEREAS, the City Plan Commission, with a quorum of said body in attendance, held a public meeting on the 20th day of May, 1976, after advertising said public hearing according to law, in order to consider the suggested designation of Union Terminal as an Historic Landmark, and at the close of such hearing, recommended that Union Terminal be designated as an Historic Landmark, and made its recommendations to the City Council; and

WHEREAS, the City Council, on the 28th day of June, 1976, held a public hearing on the proposed designation of Union Terminal as an Historic Landmark, as recommended by the City Plan Commission, after notice was given according to law, at which hearing every property owner and interested person to be heard on the zoning revision was afforded an opportunity to be heard; and

WHEREAS, at the conclusion of said hearing, the City Council approved the recommendation of the City Plan Commission; Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, and known as CHAPTER 51 of the 1960 Revised Code of Civil and Criminal Ordinances of the City of Dallas, be, and it is hereby amended insofar as it applies to the property hereinafter described, which is rezoned from its present Central Area District 1 to a permanent Central Area District 1 - Historic/5, subject to the conditions and modifications herinafter specified. (See boundary map)

SECTION 2. That the building known as Union Terminal, located on the above described property, be and it is hereby declared to be an Historic Landmark, as provided in CHAPTER 19A of the Dallas City Code.

SECTION 3. That no additions to or redevelopment of the external portion of Union Terminal shall adversely affect any historical or architectural feature of the building. All alterations, reconstructions and additions to the external portion of the building shall conform to the following criteria:

I. OVERALL CRITERIA

- A. FACADE COLOR - The off white color of the facade, including window frames, shall be maintained.
- B. ROOF SHAPE - The flat roof design shall be maintained.
- C. MATERIAL - Brick and masonry construction shall be maintained.
- D. FACADE OPENINGS - The symmetry, rhythm, size and shape of facade openings shall be maintained.
- E. GLASS - Reflective glass shall not be used in the building.
- F. FACADE SYMMETRY - The horizontal symmetry of the building shall be maintained.
- G. STRING COURSES - The use of continuous string courses shall be maintained throughout the building.

II. CRITERIA FOR THE EAST FACADE

- A. RHYTHM OF FACADE TREATMENT - The rhythm of the following items shall be maintained: Columned opening, embellished border opening, relief terra-cotta ornament, central columned archway,

- relief terra-cotta ornament, and embellished border opening.
- B. CENTRAL ARCHWAY - The central archway shall remain unaltered.
 - C. SHAPE - The long horizontal shape of the facade shall not be shortened or made irregular.
 - D. FACADE RELIEF - The symmetrically distributed facade relief shall be maintained.
 - E. CLASSIC ORNAMENTATION - The following ornamentation shall remain unaltered: Columns, balustrades, urns, decorative terra-cotta, and moldings.

III. CRITERIA FOR NORTH AND SOUTH FACADE

- A. RHYTHM OF FACADE OPENINGS - The rhythm and symmetry of facade openings shall be maintained.
- B. CLASSIC ORNAMENTATION - Decorative terra-cotta, balustrades, and moldings shall remain unaltered.
- C. CANOPY AND DECORATIVE CHAIN - The canopy and decorative chain shall remain unaltered.

SECTION 4. That all existing signs may remain in place. All new signs shall be designed to be compatible with the architectural qualities of the building, and shall be reviewed and approved by the Historic Landmark Preservation Committee prior to the issuance of a sign permit.

SECTION 5. That all proposed public improvements other than sub-surface improvements shall be reviewed by the Historic Landmark Preservation Committee prior to the initiation of work.

SECTION 6. That a person who violates a provision of this Ordinance is guilty of a separate offense for each day or portion of a day during which the violation is committed, continued, or permitted, and each offense is punishable by a fine not to exceed \$200.

SECTION 7. That the terms and provisions of this Ordinance are severable and are governed by Section 1-4 of CHAPTER 1 of the Dallas City Code, as amended.

SECTION 8. That this Ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

COURT
22 1/2
HOUSE

COMMERCE

STREET

AUSTIN

POST
23
OFFICE
13

HOUSTON

RECORD

JACKSON

STREET

ST. LOUIS -
SOUTHWESTERN
R.R.

23
14

STREET

FERRIS
39
25
PLAZA

WOOD

YOUNG

1
415



59
26

58
36

57
45

UNION STATION

1
415

MARKET

ST.

71
343

70
344

2
415



NORTH

Old Tige Fire Museum

CITY OF DALLAS

OLD TIGE FIRE STATION - HISTORIC SITE

August, 1976

ORDINANCE NO. 15238

An Ordinance amending the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, and known as Volume III of the Dallas City Code, as amended, by rezoning the following described property from its present Industrial District 2 to a permanent Industrial District 2 - Historic/3. (See boundary map)

Providing that Old Tige Fire Station shall be an Historic Landmark as provided in Sections 3-100, 4-121, 10-1901 and 10-1092 of the Comprehensive Zoning Ordinance of the City of Dallas; providing for specific criteria for preservation of the exterior of the Old Tige Fire Station; providing a penalty; providing a severability clause; and providing an effective date.

WHEREAS, pursuant to CHAPTER 19A of the Dallas City Code, as amended, a committee known as the Historic Landmark Preservation Committee has been created; and

WHEREAS, said Committee has thoroughly familiarized itself with the buildings, land, areas and districts within the City which may be eligible for designation as Historic Landmarks and has recommended to the City Plan Commission that the area hereinabove described containing the building

commonly known as Old Tige Fire Station, be designated as an Historic Landmark; and

WHEREAS, the City Plan Commission, with a quorum of said body in attendance, held a public meeting on the 18th day of March, 1976, after advertising said public hearing according to law, in order to consider the suggested designation of Old Tige Fire Station as an Historic Landmark, and at the close of such hearing, recommended that Old Tige Fire Station be designated as an Historic Landmark, and made its recommendations to the City Council; and

WHEREAS, the City Council, on the 19th day of April, 1976, held a public hearing on the proposed designation of Old Tige Fire Station as an Historic Landmark, as recommended by the City Plan Commission, after notice was given according to law, at which hearing every property owner and interested person to be heard on the zoning revision was afforded an opportunity to be heard; and

WHEREAS, at the conclusion of said hearing, the City Council approved the recommendation of the City Plan Commission; Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the basic Zoning Ordinance No. 10962 of the City of Dallas as enacted by the City Council on March 29, 1965, and known as CHAPTER 51 of the 1960 Revised Code of Civil and Criminal Ordinances of the City of Dallas, be, and it is hereby amended insofar as it applies to the property hereinafter described, which is rezoned from its present Industrial District 2 to a permanent Industrial District 2 - Historic/3,

subject to the conditions and modifications hereinafter specified. (See Boundary map)

SECTION 2. That the building known as Old Tige Fire Station, hereinafter referred to as "the fire station", located on the above described property, be and it is hereby declared to be an Historic Landmark, as provided in CHAPTER 19A of the Dallas City Code.

SECTION 3. That no additions to or redevelopment of the fire station shall adversely affect any historical or architectural feature of the building. All alterations, reconstructions and additions shall conform to the following criteria:

- I. SYMMETRY OF THE FACADE DESIGN: The horizontal and vertical balance of opening placement, ornamentation, and facade relief shall be maintained.
- II. HORIZONTAL EXPRESSION: The series of horizontal lines across the facade created by the use of elongated pilaster capitals, continuous cornice edges, cast stone bearing blocks, lentils, and continuous cast stone capping shall be preserved and maintained.
- III. WINDOW AND DOOR TREATMENT: The use of multi-paned glazing in windows and doors shall be maintained.
- IV. DETAIL: The use of frequent facade relief in the form of pilaster capitals, bearing block, lintels, and ornamentation shall be maintained.
- V. PARAPET: The parapet with its cast stone emblem shall be preserved and remain unaltered except for necessary maintenance.

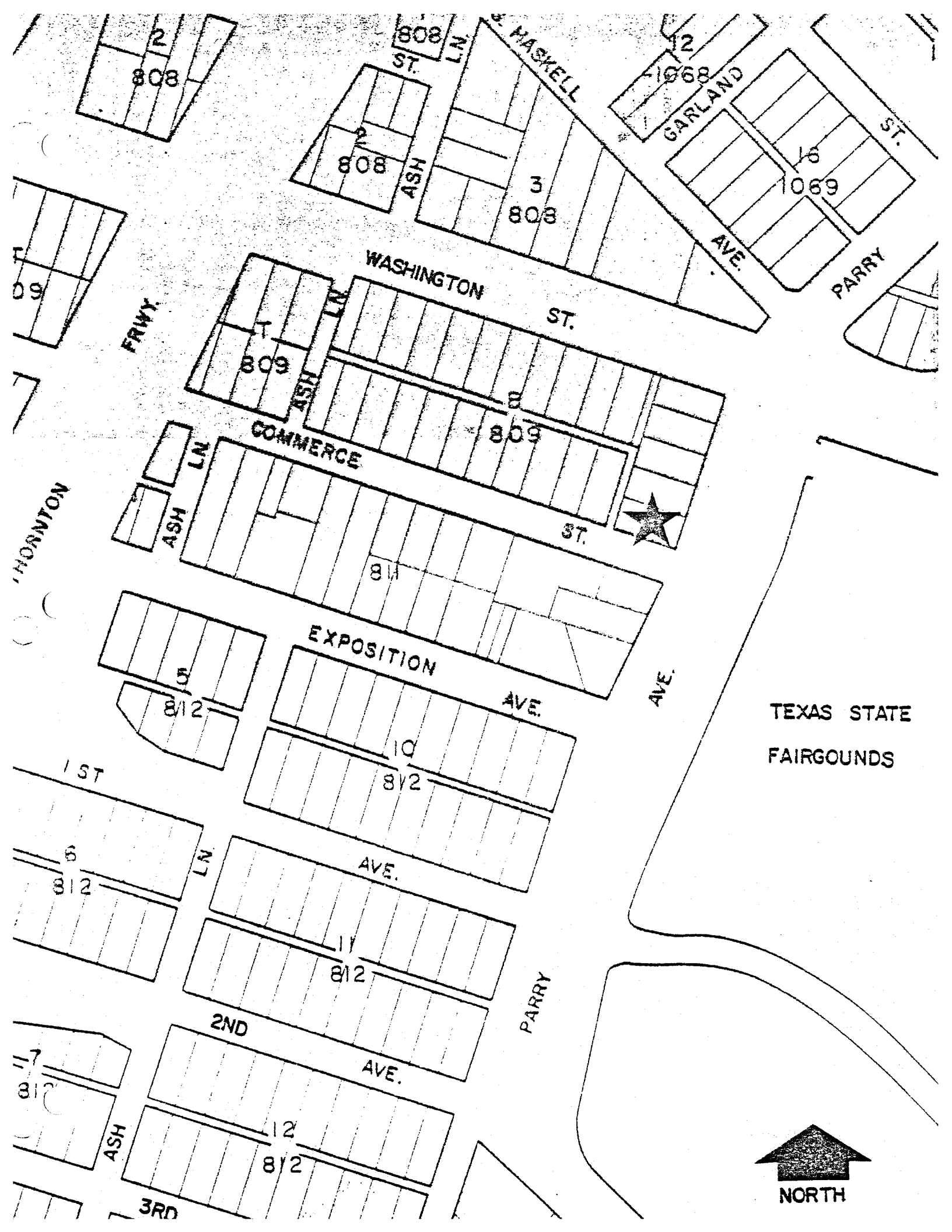
VI. MATERIALS: The use of brick and cast stone shall be preserved.

VII. SIGNS: All new signs shall be designed to be reasonably compatible with the architectural qualities of the building. All new signs shall be reviewed and approved by the Historic Landmark Preservation Committee prior to the issuance of a sign permit.

SECTION 4. That a person who violates a provision of this Ordinance is guilty of a separate offense for each day or portion of a day during which the violation is committed, continued, or permitted, and each offense is punishable by a fine not to exceed \$200.

SECTION 5. That the terms and provisions of this Ordinance are severable and are governed by Section 1-4 of CHAPTER 1 of the Dallas City Code, as amended.

SECTION 6. That this Ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.



FRWY

MORANTON

808 ST. LN

HASKELL

GARLAND AVE.

PARRY ST.

WASHINGTON ST.

ST.

809

ASH LN

809

COMMERCE ST.

ST.



EXPOSITION AVE.

AVE.

TEXAS STATE FAIRGROUNDS

1ST

812

10

812

AVE.

PARRY AVE.

5

812

11

812

2ND AVE.

AVE.

11

812

12

812

ASH

3RD



NORTH

Federal Reserve Bank

CITY OF DALLAS

PROPOSAL FOR ACTION: IMPLEMENTING THE PLAN

Common with most new programs, the early efforts of the city landmark program were directed at defining general program guidelines and achieving specific project objectives. Having gained from over four years of experience with the preservation movement, the Preservation Plan has attempted to bridge the gap between goals inception, program development and administration. Issues have been raised dealing with areas of policy, legislation, financing and other matters. Alternative strategies have been offered. With the completion of the Plan, the program enters into a new era--a period of reflection and a shift from basic policy questions to a concentration on procedural concerns. General program objectives have been previously identified. The challenge is now to expedite designations, to provide additional incentives for preservation and to broaden the public support and understanding for the movement.

The planners have attempted an honest self appraisal of the program. Inconsistencies as well as strengths were candidly noted. It is to be hoped that the Plan will be carefully read and evaluated. Areas of particular concern will be acted upon and enabling the program to continue to expand and develop in a responsive and responsible manner. In several years the Plan should be reevaluated for the purpose of determining if movement has been achieved. Supplementary Plan reports, perhaps on an annual basis, should be developed. These reports would serve as both an update and an enrichment. Annual corporate reports might serve as a model. The reports would be prepared by the planning staff in consultation with the Landmark

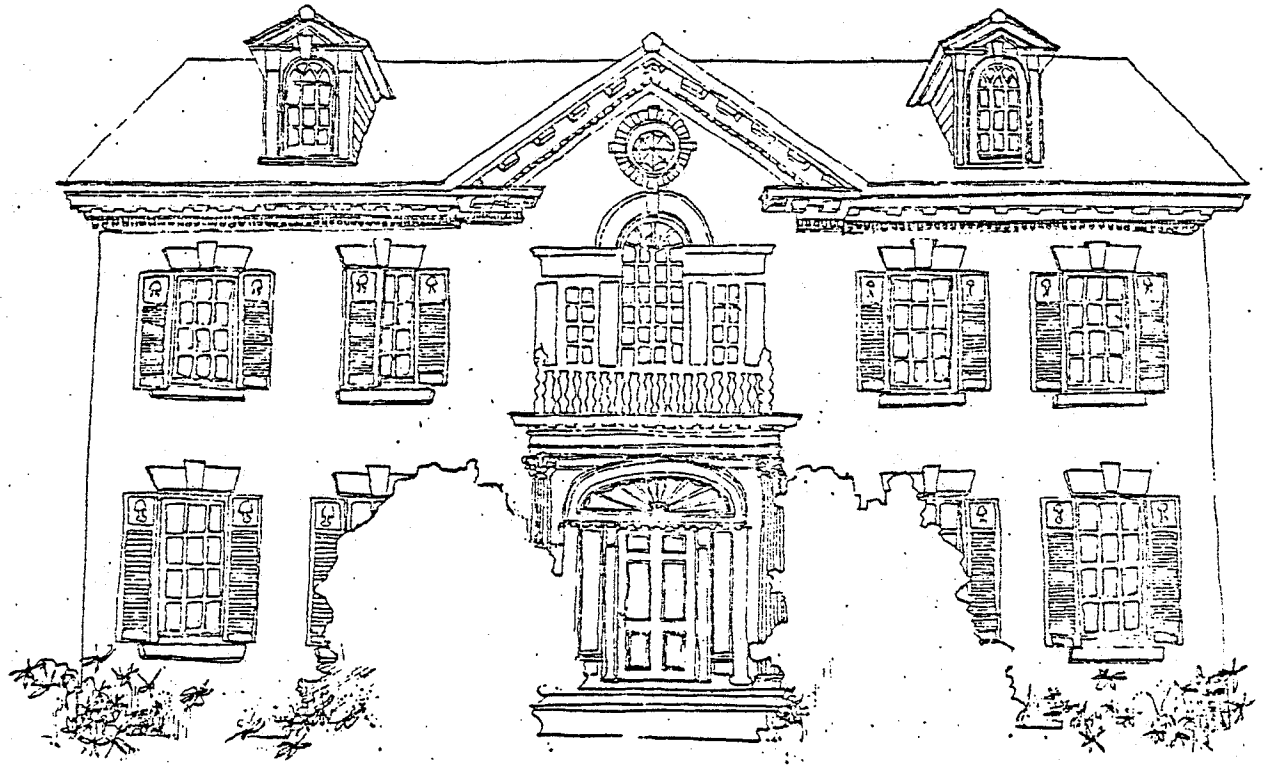
Committee for presentation to the Plan Commission.

For the present, a briefing of the Landmark Committee, Plan Commission and City Council should be prepared. This report will outline the Preservation Plan and present general strategies for future development. A concise slide presentation and summary outline should be prepared. Following approval in concept by the three bodies noted, a general public education process should commence. The concerned public, district owners and residents, potential landmark designees, civic groups and others should be contacted at an early date. Public input through questionnaires similar to the Goals for Dallas program might be instituted.

A task force of the Landmark Committee should be organized to consider the Plan as well as to evaluate public reaction. This task force might be organized as a specific standing committee of the Federation of Preservation Organizations. The task force evaluation should cover the areas of administration, proposed amendments, legislative and financing tools and public coordination and education. A report of priorities should be prepared for the Landmark Committee's review.

Having identified areas of concern, the City program should coordinate with citizen efforts locally through the Federation of Preservation Organizations and nationally through Preservation Action and the National Trust for Historic Preservation. Contacts should be developed on the state level through the Texas Historic Commission and other state groups of public and private support. If necessary, a state organization similar to Preservation Action should be organized to implement preservationists' objectives.

It is hoped that this report will serve as a beginning rather than an ending point. Those actively involved in the procedures have been directed to undertake an introspective analysis. This is proper and fitting. Equipped with these new insights, the preservationists can move forward to better serve the landmark movement and the public.



Swiss Avenue Report

Prepared by
the Dallas Department of Urban Planning,

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I. INTRODUCTION

To traverse Swiss Avenue is to experience a street unique in the City of Dallas. A boulevard of towering trees, verdant landscaping and stately old homes, the traveller is struck by an overall impression of unity on the grand scale. Although varying significantly in individual design, the uniformity of set back, size, proportion and materials, establishes a continuity of time, place and mood.

The value of this district: its beauty and harmony, its immediate and distinctive identity and its importance as a source of community pride; all contribute to its note worthiness as an inner city resource.

It is in these inner city neighborhoods; districts that offer convenience and proximity to downtown, abundant neighborhood services, shopping, entertainment and park space, that the campaign must be directed. Swiss Avenue should serve as a precursor to the revitalization of the larger East Dallas community. Its example can serve an inspirational if not immediate influence on other in-town districts that offer the similar attractions of older, well constructed home and established, landmark supporting facilities.

Largely descriptive, the first section of this study will detail the unique features of the area. A summary analysis of the setting, the architectural types encountered as well as the historic events and personages associated with the Swiss Avenue Historic District will complete this section of the narrative. A reading of these pages will clearly illustrate the importance of the area in the development of Dallas. It

is to be hoped that a careful reading of this material will provide a case history that will enable other neighborhoods to evaluate the historic merits of their areas. In this manner, the official city historic program will mature and have significant impact on the in-town environment.

The publication's final sections will detail the events relating to the historic designation by the City. The early activities of the Planning Department, working closely with area residents to develop the historic concept and a workable ordinance and preservation criteria to guide future growth and redevelopment, will be explained. A section devoted to recommendations for the future will complete the study.

It should be stated at an early juncture, that this project is a story of people--past but particularly present day residents of Swiss, Bryan, Live Oak and La Vista. Without their assistance, encouragement and active support the initial proposals conceived by the planners could never have been implemented.

II. SETTING

An analysis of the Swiss Avenue Historic District would be incomplete without a glance at the entire East Dallas area. Although somewhat unique in terms of ethnic composition as well as physical setting, Swiss is so integrally related to its surroundings in terms of real as well as unconscious leadership, that Swiss cannot be considered as an isolated island, a tendency the casual observer might infer.

A recent report of the Dallas Department of Planning, Design Guidelines for Inner City Neighborhoods, accurately describes East Dallas as an area plagued with a general image of deterioration, but blessed with a number of unique environmental resources. Among these, Swiss Avenue itself is certainly the most profound and significant. Despite apparent problems of encroaching development, intruding freeways, structural decay and unemployment, the reversal of negative trends can be effected. Much of the surrounding area near Swiss Avenue can be considered as in a suspended state. Its fate lies with a concerned citizenry and a committed local government. Both are much in evidence in the East Dallas community.

The Swiss Avenue Historic District is flanked on both east and west by shopping districts specializing in neighborhood services. Skillman Center, a district reminiscent of the 50's lies just west. Lakewood Center, currently a shopping district planned for redevelopment (see Lakewood Shopping Center Master Plan, University of Texas, Arlington/Planning Research and Design Center, City of Dallas Planning Department, June, 1974) terminates the historic area just east off La Vista. Both centers are of significant

value to the surrounding vicinity, particularly if the new design approaches proposed are actually implemented. The 1975 Bond program included funding for implementation of the Lakewood Plan. Lakewood Center is a symbol of major importance to the surrounding areas. Besides its obvious shopping attractions, Lakewood serves as the "common ground and meeting place" for many residents of the East Dallas communities bordering the facility. Lakewood, one of the oldest "suburban" shopping centers in the nation, possesses several buildings, most notably the former library and the movie theater, that all area residents associate with as being especially representative of the locale. While sites such as these may not be eligible for city historic status, they are valuable as local landmarks and serve to provide older neighborhoods with individual distinctiveness. Visual surprises of this type are almost non-existent in newer suburban communities.

Southwest of the historic district, along the route to downtown Dallas, lies a land of mixed uses and uncertain future. Traditionally residential, this locale is experiencing gradual decay with checkerboard pockets of "higher use" development, often industrial in nature. Many individual sites, if faithfully restored, would certainly be worthy of historic citing. An encouraging development in this potpourri of use, the new Swiss Avenue Bank, hopefully will take its place alongside its sister institution, the Lakewood Bank, as sources for local capital to be used for home improvements and mortgages. Continuing west to downtown, an area developer is assembling a large tract for redevelopment for near town low density residential use.

Live Oak Street and Gaston Avenue parallel Swiss running northeast and southeast, respectively. Both thoroughfares are quite similar in use and appear-

ance. Both carry heavy volumes of commuter traffic (although Columbia-Abrams has drawn off some of the vehicles) and both streets evidence drab, ill conceived apartment dwellings that replaced, in many cases, distinctive period homes of the equal found on Swiss. Had the City of Dallas acted to designate an historic area twenty years ago, it is most probable that Gaston-Live Oak would have formed the boundaries of the district. Their negative contribution serves to emphasize the necessity for reflective preservation-conservation zoning legislation.

Flanking the southwest boundary of the district at Fitzhugh stood the venerable Munger Place gate. The monument is gone now, a victim of progress but the message it implied is still in evidence. Passing through the now departed entranceway, one is immediately aware of the stylistic change into the old 1905 development of Mr. Munger. Continuing along Swiss for several blocks, the traveller eventually confronts La Vista running off at an angle (actually Swiss runs off the grid) of east-west. It is here that the district's northern terminus is drawn. La Vista continues, however, taking the path to the Lakewood Center and the old country club beyond.

Within the district, the streets are quiet and leisurely. This bucolic picture is punctuated at times with the intrusions of Munger Boulevard, Collett Avenue and Beacon Street which serve as collectors to Central Expressway to the north. These streets are an asset to the district bringing movement and bustle to this in-town development. Their incursion, providing adequate care is taken by pedestrians, reminds the stroller that one is indeed in an urban environment. The views of downtown build-

ings to the southwest, rising over the landscaped boulevards and abundant live oaks serve to reinforce and enhance this urban feeling. Tree plantings in this planned community are also strategically placed and well considered. The aging trees provide abundant shade and screening, but in most cases, permit views of the elegant structures that were directly responsible for their life on this once barren prairie land.

Although conceived by Munger as an exclusive development for the affluent, there was never evidence of restrictions based on religious grounds. Those who could afford the price settled there. Protestants, Catholics, Jews and possibly others called Swiss Avenue their home. (Although many prominent Jews did choose to live around their synagogues and developed a contemporary sister development to Swiss, South Boulevard.) This, of course, is still the case. This mix is reflected in the larger area surrounding the district where many groups reside in close proximity.

East Dallas is a mixed assortment of ethnics. Based on the census figures of 1970 (changes since that time would reflect some increases in the black and Mexican-American population) the East Dallas picture is as follows:

Tract	Total Population		White		Black		Mex-Amer.	
	Number	%	Number	%	Number	%	No.	%
East Dallas	46,657	5.5	32,503	49.7	6,789	14.5	7,365	15.8

These figures indicate an equitable distribution of ethnic groups representative of the Dallas community at-large. If there is an imbalance, it is created by the disproportionate number of elderly homeowners. Census figures relate

that 47.74% of East Dallas homes are owned by persons over 65 years of age as compared to 18.11% for the remainder of the City. As these residents decline in number and are replaced by others, various alternatives are possible. It is hoped that the diversity historic to the area can be retained and that the housing can be renewed and restored. The City can play a role to assist in the future stability of the area.

In the short period since landmark designation, Swiss has exceeded most anticipated expectations. A new interest and pride in the East Dallas area is evidenced. Renovation efforts are a common sight along the tree shaded streets. Swiss Avenue's success story has no doubt played a vital role in the area's comeback. Hopefully, this flurry of activity will be continued, but channeled to avoid the maladies of massive displacement and relocation of present occupants. Rising costs could effectively serve to exclude many of these residents who have given so much to create the character that is uniquely East Dallas. Affirmative action programs, initiated by government as well as private institutions are necessary to avoid the frustrations experienced by other renewal efforts nationally.

III. HISTORY

The Physical Setting

The financial, civic, social and cultural leadership of Dallas was formalized by 1905. Leadership in these areas coalesced about such names as Sanger, Aldredge, Padgett, Armstrong, Dealey and Ferris. The majority of these prominent citizens were of the financial elite. Politically, the city was now under the control of prominent public-spirited businessmen who well understood the cultural heritage that was Dallas. What eccentricity, flamboyance and individualism that survived was relegated to the secret hearth of the family. The public image was one of an aggressive, far-sighted, even-headed community whose cultural life was quite, conservative, well-mannered and gracious. It was the age of the city beautiful. Dallas had shown an increasing maturity in its development. Its cultural maturity had grown less quickly. Between 1895 and 1910 it began to move to correct this error.

R. S. Munger was of the social elite. He was known throughout the Southwest for his pioneer manufacturing of cotton gins. His activities in this field began in the '80's. He prospered and formed the Continental Gin Company, which soon became the largest manufacturer of its kind in the United States. Always interested in real estate, Mr. Munger must have watched with uncommon interest its development in Dallas. Many prominent citizens had been involved in real estate and much money had been made.

Better situated for the manufacture and distribution of machinery, Birmingham, Alabama became the home of Mr. Munger at the turn of the century. Here he observed restricted real estate developments. Knowing

that Dallas was devoid of such a residential community, he devised a plan in 1900 to build such a development. By 1902 he had begun to collect the land, which eventually would total some three hundred acres. In 1905 the plans and land buying completed, he opened the project for public sale. His son, Collett H. Munger, became the general manager.

The choice of location was an astute one, being located upon open farmland at the fringe of the city limits. The trend toward eastward growth had already been established as early as the 80's. This movement had accelerated by 1900 and many fine homes were found along Ross, Gaston and Live Oak. Munger Place stood strategically at the northern edge of these streets.

The development's near proximity to the soon to be built (1913) Lakewood Country Club, which the Mungers and Aldredges were instrumental in founding, added much to the exclusive flavor that the developers wished to portray. Another area feature, the White Rock Reservoir, was developed in 1913. The lake became a popular fishing and picnicing area. The probability of prior knowledge of these community assets is uncertain, but the possibilities of this development must have been in the minds of Dallas leaders for some time.

The physical layout of the streets followed fairly strictly pre-existing street patterns, whether it was Live Oak, Gaston, Swiss or La Vista. There are few surprises here. Swiss Avenue alone broke the traditional pattern.

The divided avenue, fronted by two large rustic gates, descriptively marked the entrance as a place of importance. The gates of Swiss represented far more than picturesque sign posts. Whether one lived on Swiss or not, one was aware of the meaning of the place. The financial, civic and cultural

Leadership of the city was now fully conscious of its position.

The scale and formality of Swiss and its intersecting streets combined to mark a new stage in Dallas growth. Though the gates were removed in 1969, one can still sense the change in mood upon emerging from the closely-spaced, heavily-foliated Swiss Avenue south of Fitzhugh. As if coming out of a tunnel, one enters a broad, open space described by the large, divided, tree-lined avenue ahead. Once one is above Fitzhugh, within the confines of Munger Place, a character found nowhere else in Dallas is encountered. A sense of formality, quiet dignity, graciousness and unity extends down the long march to La Vista.

It was not only to the rich, however, that this development was aimed. Bryan Parkway suggests this. Its many small homes, by comparison with its back-door neighbors on Swiss Avenue, reflect a more common street scene of the early twentieth century. There is the same order of Swiss, but the scale makes for more intimate, comfortable living. To a degree, the two streets, so close and yet so distinctly different in scale, mirror an earlier, more open Dallas. A social elite had crystallized and was not above showing its position. However, social boundaries did not reflect the fears and strong hierarchial boundaries that the present period has assumed. It appears that Bryan and Swiss point to an age of civic and social paternalism not yet solidified by physical and social barriers. Munger Place may mark a turning point in the social stratification of Dallas. These home, these streets --Swiss, Bryan, La Vista, Live Oak--mirror as well as any physical object may, the cultural markings characterizing Dallas society in the first quarter of the twentieth century.

The Residents Past and Present

When R. S. Munger announced the development of Munger Place in March, 1905, he clearly intended the 140 acre residential area to be "the handsomest, most attractive, and desirable residential district in the entire south."¹

There were no zoning laws prior to 1927, so Munger attained his dream by placing "certain restrictions as to cost, construction, and architecture, according to location, on the erection and use of all residences and appurtenances which may be built on the property."² In order to provide a uniform architectural texture on Swiss, the Mungers insisted that the homes "shall be full two stories in height, and located not less than ... 60 to 70 feet ... from the front property line"³ or 10 feet from the side of the lot, and homes on Swiss shall cost a minimum of \$10,000. The residences all had to front in the same direction. Other streets called for slightly different variations.

The Mungers only sold lots. Within the framework they established, individuals built their own homes in the high eclecticism typical of the early 20th century. This allowed for the varied architectural design which is evidenced in the boundaries of the historic district.

The Munger development attracted the financial, political, and cultural elite of Dallas, and they had built by their architects the homes of their designs. The personalities of the individual owners, therefore, are closely tied to the architecture of the homes in Munger Place. Munger envisioned a "cityman's home, that is closely associated with every phase of city life."⁴ City men he got--men involved in every phase of Dallas' booming growth, men outstanding at the national, state, and local levels. Judges, physicians, oilmen, attorneys,

financiers, preachers, and politicians inhabited Munger Place; women outstanding in the community, whose children and grandchildren continue to be leaders in Dallas today.

The significance of Munger Place, of which Swiss Avenue and Bryan Parkway are the only remaining intact elements, is not that of a few individuals who have made spectacular contributions but of the overwhelming number of individuals outstanding in their fields who have contributed to all phases of Dallas' growth. Almost every house offers a rich genealogy of Dallas' development; cultural, political and financial.

It is difficult to enumerate in a work of this length all the individuals who are worthy of mention. Perhaps the reader will begin to grasp the historic import of the area with a limited sampling from selected fields of endeavor some of the most prominent residents of the Swiss District:

When Pa Ferguson, Texas' governor, was impeached in 1917, the two attorneys for the prosecution were M. M. Crane, the then Attorney General for Texas, and W. R. Harris, the trial attorney. Both were residents of Munger Place.

E. R. Brown was President of the Magnolia Petroleum Company, Vice-President of Standard Oil Company of New York, Vice-President of Investment Securities Company, and the Director of The Federal Mortgage Company and the Trinity Fire Insurance Company. The striking Italianate home which E. R. Brown had built at 5314 Swiss has remained with the family until 1977.

Perhaps the most flamboyant Dallas oilman to live in Munger Place was W. L. Snowden. Dallasites of the 40's remember his much-publicized nativity scene

consisting of more than 30 life-size figures and 5,500 lights in the front yard of his residence at 5002 Swiss. It attracted over 20,000 visitors a day and required up to 12 policemen to direct traffic. Shortly after his nativity feat, Snowden was convicted for grand theft and several attempts were made to evict him from his \$100,000 home.

The first house erected in Munger Place at 5303 Swiss was built for Dr. Raleigh William Baird, "considered one of the leading men not only in Texas but in the entire Southwest"⁵ in internal medicine. Dr. Joseph Wilbur Bourland, 4902 Swiss, was one of Dallas' first specialists of obstetrics and gynecology. He, along with Dr. Baird, was founder and Director of the Dallas Medical and Surgical Clinic. Perhaps his most famous accomplishment was his invention of the baby incubator, which has saved untold numbers of lives.

Merchants of Dallas included W. A. Green, 5125 Swiss, who founded W. A. Green Company, dry goods. He was also one of the founding members of the Dallas chapter of the Red Cross, along with Dr. Marchman and Ed Titche, and other Munger residents. Theodore Marcus of the Theo Marcus & Company and Vice-President of Neiman-Marcus, lived at 5731 Swiss. Mrs. Carrie Neiman, one of the founders of Neiman-Marcus, lived at 5803 Swiss. Edward Titche, president of Titche-Goettinger, also lived in the original Munger development.

One of the foremost of the merchants who lived in Munger Place was Rufus W. Higginbotham, 5002 Swiss. Along with his brother, Joseph M. Higginbotham, Rufus organized Higginbotham-Bailey-Logan, one of the largest wholesale dry goods houses in the South. He and his brother also found time to father six

future residents of Swiss Avenue. All the Higginbotham sons have been active in the various Higginbotham businesses. The children and grandchildren of the two Higginbotham brothers are still active and outstanding in almost every phase of Dallas civic and cultural life, as are many of the Munger Place descendants.

The Swiss district also attracted a number of influential citizens who have contributed greatly to the religious community, both past and present.

"Among the foremost and highly gifted divines of the Lone Star state stands the Rt. Rev. Joseph Patrick Lynch, Roman Catholic Bishop of Dallas, whose work in North Texas covered the period of 18 years and is characterized by beneficence that has reached even into the physical growth of the community".⁶ He resided at 4946 Swiss.

Another nationally recognized clergyman is The Rev. W. A. Criswell, pastor of the largest Baptist Church in the world. Rev. Criswell lives at 5901 Swiss. He has been actively involved in religious and lay decision-making at the international, national, and local levels.

Closely associated with Dr. Criswell's church was Robert H. Coleman, assistant to the Pastor of the First Baptist Church for 40 years. During that time, he compiled 33 song books, distributed them to more than 13 million English-speaking peoples around the world. Coleman lived at 5908 Swiss.

Another prominent Baptist was James Britton Cranfill, who resided at 5619 Swiss. Dr. Cranfill earned his M.D. in 1879 and later became ordained as Baptist preacher in 1890. He was the founder and editor of the Texas Baptist Standard, and Vice-President of the Baptist Young People's Union of America,

and prohibition candidate Vice-President of the United States in 1892. He walked from his Munger Place address to his downtown office every day, rain or shine.

Alphonso Ragland was founder and President of the Metropolitan Business College. He resided at 5105 Swiss. A large number of the business and banking leaders of Dallas are proud alumnae of Metropolitan. Included in this group are R. L. Thornton, banker, civic leader, and long-time mayor. Also, W. H. Gaston, Roy Munger, Frank Holland, A. L. Huey, and Olin Godwin, County Judge Lew Sterrett and Dallas County Tax Collector Ben Gentle.

"Few fellow citizens of Dallas would question that in the crucial years, 1939-47, during America's involvement in the Second World War and in the opening stanzas of its dramatic aftermath--the single most influential Dallas leader was J. Woodall Rodgers."⁷ Rodgers accomplished an incredible amount, much too much to elaborate on within this paper. Suffice it to say, he was the first man to hold the office of mayor of Dallas for eight years, he planned the largest bond program in Dallas' history to this point, he expanded Love Field to make it one of the premier airports of the nation, and he initiated the development of eight urban expressways. Rodgers lived at 5750 Swiss.

The youngest mayor in Dallas' recent history was attorney Wallace Savage, of 5703 Swiss. He was the first mayor of a major city to remove rent controls touching off the great economic boom in post-war Dallas. He also served as the state Democratic Chairman and in the position presided over the first state convention in the history of the United States to endorse the pres-

idential candidate of the opposite party (causing quite a furor). Savage also contributed 20 years legal counsel to the preservation and development of Swiss Avenue. He is on the Board of the Lakewood Bank, and is President of Dallas Academy.

R. S. Munger, the developer of Munger Place, was "widely known in the commercial and industrial circles as the owner and operator of the Continental Gin Company, a plant which has established a standard in machinery of its kind ... He has done as much as any one man in this city to beautify its residence districts."⁸ His son, Collett H. Munger, managed Munger Place and lived at 5400 Swiss. Another son, H. M. Munger, lived at 5404 Swiss and was active in farming and oil.

William W. Caruth lived at 4949 Swiss. His father held the original land grant of 5000 acres of "the famous black, waxy soil of Texas, lying just north of the City of Dallas. Mattie Caruth, William's daughter, and Gen. Harold Byrd, were married in the Caruth home on Swiss.

Dallas leads the Southwest in banking and insurance. Many distinguished men who contributed to this lofty position resided in Munger Place. Among these was George W. Aldredge of 5500 Swiss. A college track star and former state amateur golf champion, Aldredge married Miss Rena Munger of Dallas, cousin of the Munger place developers. He began his life's work as a banker with the Old Exchange National Bank which evolved into the present-day First National. Here he progressed from clerk to chairman to the Bank's Executive Committee. In more than a half-century he became associated with such firms as the Texas Company, where he was a Director for 25 years; Southwestern Life

Insurance Company, where he was a Director for many years, and the City National Bank.

J. B. Wilson's widow lived on Swiss at 4919. Wilson was Chairman of the Board of City National Bank, Treasurer of Titcher-Goettinger, built and owned the Wilson Building, and "wielded one of the most powerful, though silent, influences on the progressive destiny of his city and the Southwest."⁹

A Who's Who of Swiss Avenue personalities would be incomplete if the name of Mary Ellen Logan (Mrs. Christian Bendsten) of 4949 Swiss were not included. Miss Logan, long active on the Chautauqua platform, was a leading model of the 1930's. Cited by Life Magazine as "Model of the Year", Miss Logan's likeness can be seen on the statutes at the Esplanade of the State Fair Park for which she posed during her modeling days.

The facts speak eloquently. Few areas of the country can claim, in the short space of several city blocks, so many distinguished individuals. It can accurately be claimed that the appellation "historic district" is justly deserved if only the biographies of the Swiss residents were considered. The distinctive, original condition of the physical setting only serves to enhance and emphasize the label "Historic Swiss".

Footnotes

1. Munger Place, (introductory brochure) Dallas, Texas (pages not numbered)
2. Ibid.
3. Ibid.
4. Ibid.
5. David, Ellis A. and Grobe, Edwin H. (compilers and editors).
The Encyclopedia of Texas. Dallas, Texas. Texas Development Bureau,
n.d. p. 235.
6. Texans and Their State, a newspaper reference work published by the
Texas Biographical Association, Chronical Building, Houston, Texas;
Editors: H. T. Warner, Houston; Hugh Fitzgerald, Ft. Worth; J. C.
Gouch, Dallas, etc. al., Vol. II p. 90.
7. Dallas Morning News, "series by Sam Acheson" February 16, 1966.
8. Makers of Dallas, Dallas Newspaper Artists Association. 1912.
Dallas, Texas. (pages not numbered)
9. David, p. 49.

IV. ARCHITECTURE

The majority of the homes along Swiss and Bryan were built from 1910 to the late '20's. At least sixteen distinct style of architecture can be described. Only a few homes can be considered as purely one style, and of these, fewer can be thought of as excellent examples of their genre. This smorgasbord effect reflects the general American attitude towards individuality. The variety of ornament and detail is amazing, but even more amazing is how little this intrudes on the overall sense of harmony.

Among the homes representing a specific style are the Aldredge home at 5500 Swiss, built by Hal Thompson in the French Renaissance motif, the Refus Higginbotham home; built by Lang and Witchell at 5502 Swiss in the Prairie style; the Lang home at 5640 Swiss, built by Lang in 1925 in the Spanish Colonial style; the home at 6243 Swiss at the northwest side of La Vista and Swiss, Tudor in style; and the home at 5420 Swiss, a classically McKim, Mead and White Georgian Colonial style. A number of unpretentious bungalow-type homes found along Bryan fit the classic mold. Among these is the one at 6111 Bryan.

On the national scale, none of these homes stand out as individually significant, the majority being some ten to fifteen years behind the first known examples. Nevertheless, as types, the attention to detail, scale and massing, reflects a sophisticated design at the local level. But for the Higginbotham home and possibly those at 4949 Swiss and 5611 Swiss (Prairie style with a Mission flavor quite common to turn-of-the-century Dallas, but now few in number), homes similar in style to those on Swiss and Bryan can be found

elsewhere in the city. But few are older and finer. Additionally, Dallas' major residential architects of the early twentieth century display some of their finest talents in these homes, which are conveniently located for easy viewing. Hal Thompson, Lang and Witchell, and Bertram Hill are each represented more than once.

The contrast between Bertram Hill and Otto Henry Lang is particularly evident with regard to the two broad stylistic trends evident along Swiss: the formal, historic style of Hill and the somewhat ahistoric Prairie style represented by Lang.

The historic motif is perhaps best characterized locally by the work of C. D. Hill, the Municipal Building (1912) on Main and Harwood. This building is so significant that many people considered it to be the only true "architectural" building existing in Dallas. Another extremely significant specimen of this classic influence was the Adolphus Busch Hotel (1912). This building's highly styled Ecole des Beaux Artes design was created by the St. Louis firm of Barnett and Bartlett. The on-site architect, however, was none other than Bertram Hill of Swiss Avenue fame.

The trend toward historicism and formality, so characteristic of the Hill style is often seen on Swiss Avenue. The Aldredge house at 5500 Swiss reflects a high regard for the historical formulae of the past. An exact copy of a historical house was seldom the intent; it was the mood and flavor that was sought. Many of the homes that hark back to the past exhibit mere trappings from the architectural grab-bag of details. It is formality, the scale, the simplicity, and an overall sense of balance which unites them as a common

type. The whimsical and romantic flavor, taken singly, is negated in these homes. Even in a fine Tudor mansion such as that at 6243 La Vista--conjuring up thoughts of medieval pageantry--the massing and detail are so finely drawn and studied as to effectively defeat romantic imagery. The romantic asymmetry and irregularity common to the Tudor style is rendered static. Effects of common setback, orientation, height restriction, and material intensify this feeling.

As with the historical styles, the Prairie style--the house type developing out of the teachings of Louis Sullivan--is well represented along Swiss. There are few other examples in the city and none achieved the success of the better Prairie homes along this street.

The most direct example of this form is at 5002 Swiss, the old home of Rufus Higginbotham. It reflects the stylistic lines of Wright's Robie House(1909). The strong horizontal lines, light stone bands accentuating the horizontal, low-slung hipped roof with large overhanging eaves, low flat planters, broad chimney and second story windows that jut right up into the roof line--all are features of the classic Prairie School. The vast majority of the homes in this style are of the second phase of the School's history, being flatter, more symmetrical and formal. Besides the Higginbotham example, the homes at 5611 Swiss, 5603 Swiss, 4949 Swiss, 4933 Swiss and 5714 Swiss reflect to varying degrees the Prairie School influence.

The style had the advantage of being more responsive to the climate. Its usual long low porch offered a cooling respite from the hot heavy summer sun. The broad windows and open floor plans provided cooling ventilation, while

the overhanging roofs gave additional relief. Horizontal lines also blended easily into the long formal path that was Swiss.

In an architectural analysis such as this, it must be agreed that the true significance of Swiss lies not with any one or two individual homes, but in the harmony of the entire setting. It is an area intact, no intrusion nor non-conformities. Mr. Munger's original deed restrictions deserve primary acclaim and the area's historic designation was created to insure its perpetuity. Conscious of the district scale, the planners carefully analyzed the existing physical fabric in determining the preservation criteria for the ordinance. While drafting the twelve preservation criteria for the new district, the planners studied carefully Munger's original concepts as well as the many positive features that developed through time. The open expanses of front lawn, for example, would be a primary factor in the area's preservation.

Stylistically the homes along Swiss are, when passing at auto speed, subject to visual blending and overlap. This is due to at least four specific factors: equal setbacks, sitting, common height, and the almost complete use of brick as a building material.

A sense of order and stability, perhaps a visual extension of the unconscious thoughts of the original builders--pillars of society all--further characterize Swiss. A regular and rhythmic occurrence of openings and spaces prevails. Internally this regularity is experienced in the balancing of openings--doors, windows, stone work and detailings on the individual homes. Viewed as a series, the structures allow for even spacing between buildings. The criteria extends

further to a consideration of roof forms, their number and pitch. A common feature of the area, the multiplicity of roofs (usually a minimum of three angles and shapes) would be maintained in new construction. This provision would greatly aid a new structure in blending with its antecedents.

Horizontal projections, the ratios between the facade area of the building and the additions such as wings, carports and greenhouses, also received criteria consideration. Many of the homes, particularly the traditional styles that assumed regular boxy shapes, have expansions to the main structure. This provision would require that new additions would follow standard ratios and encourages new construction to consider this distinctively Swiss trait. Additional criteria consider height-width ratios, building material (primarily stone or masonry) and color, porch and entrance definitions, general detailing and embellishment work.

Applicants requiring Certificate of Appropriateness from the Plan Commission for work on Swiss are advised to consider carefully the twelve preservation criteria (Refer to, The Swiss Zoning Ordinance, PD63-H. See section 4, Preservation Criteria). The Historic Landmark Committee carefully considers each case and recommends approved action based on these stated criteria.

V. THE DESIGNATION OF THE DISTRICT

The designation of Swiss Avenue was, not by any means, a foregone conclusion. The picture of Swiss as it entered into the 1970's was one of unsettlement. The original deed covenants placed by Munger were coming due. The area was zoned for high-rise residential. Boarding houses and a transient population were commonly in evidence throughout the area.

The Design Division, Department of Urban Planning, acting at the request of the City Council, the Planning Commission and the residents themselves, conducted a study and additudinal survey (see Swiss Avenue Survey Report of the Urban Design Division, Dallas, Department of Planning and Urban Development, 1972). The report demonstrated a community desire for historic preservation. Advice in preservation techniques, a new field for Dallas, was obtained through members of the Architecture Department of the University of Texas, The Texas Historical Commission and the National Trust for Historic Preservation. This provided a helpful start, but much of the final product was unique; developed especially for Swiss Avenue. Meeting with area residents, who organized to form The Historic Preservation League, the Design staff developed the necessary machinery to halt the further decline of the neighborhood. The district became reality on July 9, 1973 with City Council adoption of PD63-H --The Swiss Avenue Historic District. Generally there was widespread support from the citizenry, both within the area as well as the larger community. There were, however, dissenters. Several objected to the new zoning ordinance and its preservation criteria, stating this constituted a "taking of property." One case, "a landmark for landmarks" reached the Texas Supreme Court on July 10, 1974. Here an appeals court decision was upheld ruling

that the City of Dallas could exercise through its use of the police power a rezoning of neighborhoods. The litigant argued unsuccessfully that a building permit had been withheld prior to the downzoning preventing construction of a proposed high-rise apartment complex.

A second example involving a citizen testing the historic district concept was reviewed by the City Council. The preservation criteria as developed in the Swiss Ordinance served as the Council basis for the rejection of a Certificate of Appropriateness application. The work adjudged to be in violation had been previously denied by the Planning Commission on the recommendation of the Historic Committee.

The Landmark Committee has reviewed numerous applications for Certificates of Appropriateness since the historic designation was approved by the City Council. The pattern of review has been extremely successful in obtaining expert advice prior to actual construction. The Landmark Committee considers this review one of its major responsibilities under the enabling legislation. Under the Committee's sponsorship, architects, landscape designers, planners and other professionals offer suggestions and direction that conform to historic-architectural precedents yet satisfy the applicants needs and requirements. Residents are encouraged to consult with the Landmark Committee prior to considering any major undertaking.

Of course, the many accomplishments effected on and around Swiss would not have been possible without the support of the area residents. Originally conceived as block association, The Historic Preservation League has turned its attentions from Swiss itself, to an action program for the revitalization

of the surrounding neighborhood. Additionally, much valuable assistance has been tendered the preservation movement by the League throughout Dallas and the North Texas area.

VI. THE FUTURE: RECOMMENDATIONS FOR ACTION

Predicting future growth and development patterns is perhaps as difficult as restoring an antique house. One need not further proceed without first having obtained a solid foundation. This firm underpinning, despite recent successes, is still in the developmental stages. Insured by the Preservation Ordinance and the rezoning, residents have begun to demonstrate their confidence by reinvesting in the improvement of their homes. It is estimated that since designation over one million dollars of local capital has been generated. Residents are secure in the knowledge that their area will retain its present use and appearance. Boarding houses, once so numerous, are now steadily declining in numbers. Of the 97 houses located on Swiss itself (within the designated area) 41 have or are in the process of undergoing total restoration. Another 13 more houses have had interior or exterior painting. It is estimated that property values have doubled--in some cases tripled. All this within the period of city designation. A similar resurgence has occurred in all other parts of the designated area including Bryan, La Vista, Live Oak. Much, however, remains to be done.

The future success of this and other similar inner city projects is closely tied to the availability of capital. Money for mortgages as well as home improvements must be readily accessible. At present, especially during this turbulent period of economic uncertainty, money through private institutions is difficult to obtain. Planning for tomorrow must consider fiscal alternatives. The City of Dallas has allocated \$150,000 of Community Development Act money for the establishment of a revolving board. Although the Swiss Historic Area itself would not qualify under the provisions, surrounding

areas adjacent to Swiss would be eligible.

Further incentives in the form of tax abatements and concessions should be available to owners of property within an historic area. Many states have this provision, Texas does not, but the recently abortive Constitutional Convention has indicated a strong sentiment in favor of preserving historic resources through special inducements and considerations. Private banks and lending institutions should be strongly encouraged to actively participate in inner city conservation, preservation and revitalization. Incentive plans should be offered by government to further encourage and insure private investments. Lending institutions should be educated to appreciate their civic responsibilities in this area. Several local banks have formed a consortium, insured by the City, and are actively providing loans for mortgages and home improvements within several inner city areas.

Virtually surrounded by multi-family zoning, the Swiss Historic District has been defined as an area of single family and duplex residences. It is to be hoped and strongly recommended that this use will remain and future variances, if granted, will respect the low density residential nature of the area. Primary attention should be directed toward encouraging residential use. Uses that will attract large crowds, concentrated parking and traffic difficulties; excessive noise and/or odoriferous materials and other annoyances that will detract from the setting should be discouraged.

The surrounding neighborhood including Lower Munger Place, the predecessor of Swiss as the original enclave of fine homes in the area, can similarly be saved. Plans to change the zoning to less intensive uses are already under implementation. Several zoning techniques, particularly for Planned Development Area

would be appropriate. Action to create a protection or buffer zone for the historic area including parts of Bryan Parkway, Gaston and Live Oak should also be considered.

Many of the fine homes in the area that would have been eligible for landmark consideration have either been demolished, irretrievably altered or in an advanced state of deterioration. Area-wide designation, therefore, is really not practical at this stage. However, certain selected sites and blocks of exceptional historic character, could be designated historic landmarks and thus, preserved for future generations. Perhaps the future of the area rests with a conservation district zoning. This classification implies all the qualities of preservation with the absence of the strict adherence to historic authenticity. This concept has been successfully employed in several states as well as abroad, with dramatic results. At present, conservation zoning has no precedent in the state. Dallas could become the pioneer city. Certainly if enacted, areas of East Dallas could qualify as deserving of early attentions. City code enforcement should be strictly observed. City services including sanitation, streets and roads, park maintenance and a modernizing of the existing educational facilities (underway) must be done.

Swiss Avenue exists today as a symptom--a positive sign that inner city living can be both pleasant as well as economically feasible. Hopefully, an entire area resurgence can be effected with the Swiss District serving as the necessary initial impetus.

This, then, is Swiss Avenue. The individual homes are attractive, comfort-

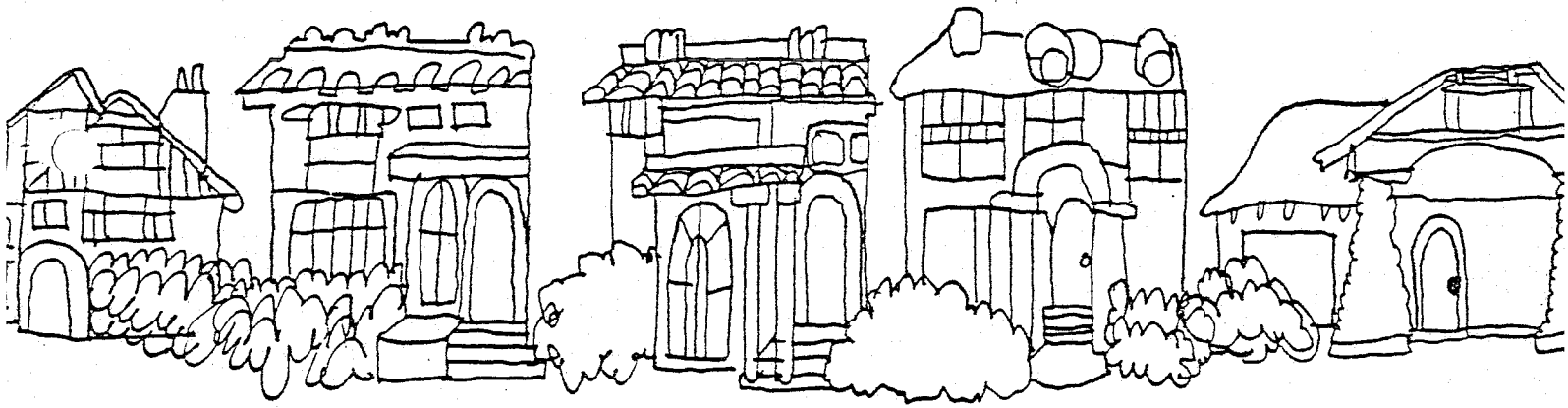
able, pleasing--but not a Blenheim Palace, Monticello, Taliesin among them. Swiss is precisely what it purports to have been--a planned development for wealthy scions of Dallas. Citizens who often lived active public lives and to whom privacy on the urban scale was appreciated. If one hopes to see distant vistas, homes hidden by far off hills and landscaping, Swiss will be a major disappointment. Its beauty lies in its urbanity, integrity and harmony. These are the qualities that will be preserved for future generations to study and enjoy.



Landmark
designation

report
for

South Blvd. & Park Tow



history

SOUTH BOULEVARD PARK ROW: A HISTORY

Dallas in the year 1872 was still very much the frontier town. Tents and wood shanties prevailed along Main Street. Old timers recalled the mud on Elm Street was up to five feet deep following one torrential spring downpour. Gambling halls, saloons and pool halls were the principal commercial enterprises distinguishing the village. The population numbered about 1,200 permanent residents (more or less). A single occurrence radically changed the city's destiny that summer of 1872. This event was the coming of the railroad to the City.

Following the arrival of the railroads and the concomitant growth of the City as a major marketing center, Dallas quickly became one of the most important towns in the southwest. In the short interval between the coming of the trains and the turn of the century, Dallas had grown to a city numbering 42,000. The Wilson Building (1902) still attests to the eloquence and exuberance of the day. This Beaux Arts masterpiece was considered to be the finest building west of the Mississippi--a significant advance from the brawling Dallas motif of the earlier period. The emergence of the trolley and automobile further aided the expansion and development. The seeds were sown for the emergence of Dallas as a major metropolitan city.

Residential sections radiated outward from the center city along Akard, Ervay and Harwood. The home builders, men of substance, took their inspiration from the eastern cities that they had frequent contact with in their business activities. Prairie style architecture, with an accent

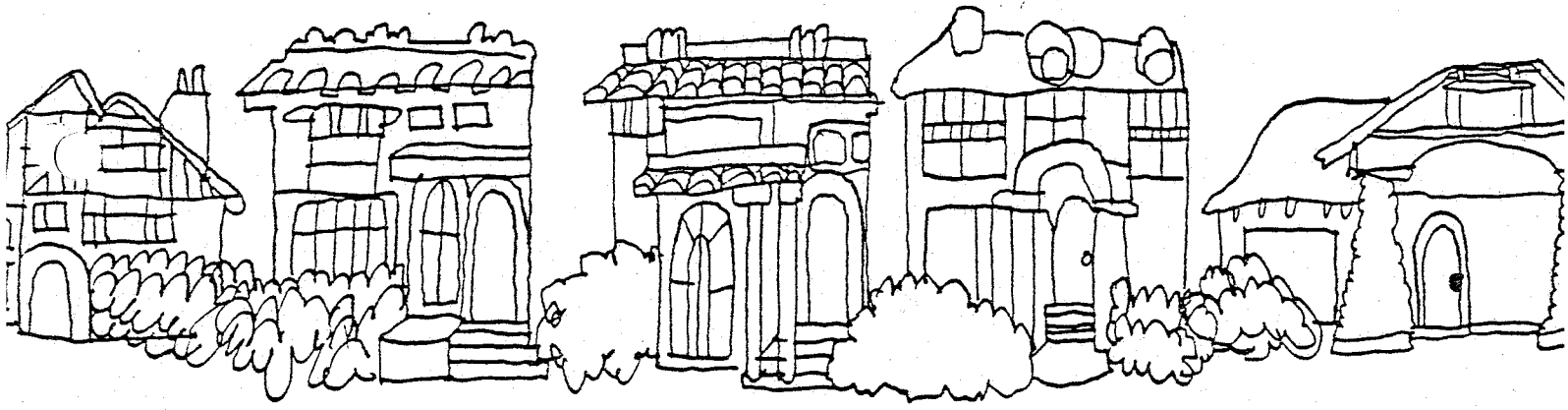
on horizontal movement, multi-paned windows and stone detailings were characteristics. Trinity Methodist Church (1903) the work of local architect, James E. Flanders, is perhaps the City's purest extant work illustrating the Prairie motif.

Following W. W. I , Dallas experienced still another period of growth and development. With a population increase from 92,000 in 1910 to 158,000 ten years later, residential sections developed quickly. Swiss Avenue in East Dallas and the Edgewood Addition in South Dallas were two areas of particularly fine homes of similar design and style. Working both on Swiss and South Boulevard leading architects of the day included; Lang and Witchell, George Dahl, Roscoe Dewitt, Peterman and Overbeck and Hubbell and Greene.

The residents of South Boulevard/Park Row; merchants, bankers and community leaders were aware of their place in society and their homes reflected their status. Wide, expansive lawns served as a gathering place for the youthful community. Area residents included the names of many of the most influential citizens of the day.

As the neighborhood matured and styles and fads came and went, other areas of the City began to develop. Following W. W. II and a second rush of newcomers to Dallas, many residents moved to other newly developed locations, particularly to the east and north. Much of the area, formerly considered to include the finest housing in the City, began to experience the typical maladies of inner city stock. Decay, deterioration, abandonment and vandalism took their toll. Apartments intermixed with single-family homes, often encouraging these facilities to convert to multi-family usage.

Despite the ills of the surrounding area, the South Boulevard/Park Row district, between Central Expressway and Oakland Avenue, has remained an intact neighborhood of single-family homes. A high level of maintenance combined with the distinctive and irreplaceable structures make the area a prime objective for a strategy incorporating historic preservation and area-wide revitalization. Present day residents, community leaders in their own right, have requested protective zoning to preserve the area's distinctive and historic character. The City Council unanimously approved the South Boulevard/Park Row neighborhood as the city's third landmark neighborhood in August, 1976.



architecture

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ARCHITECTURE

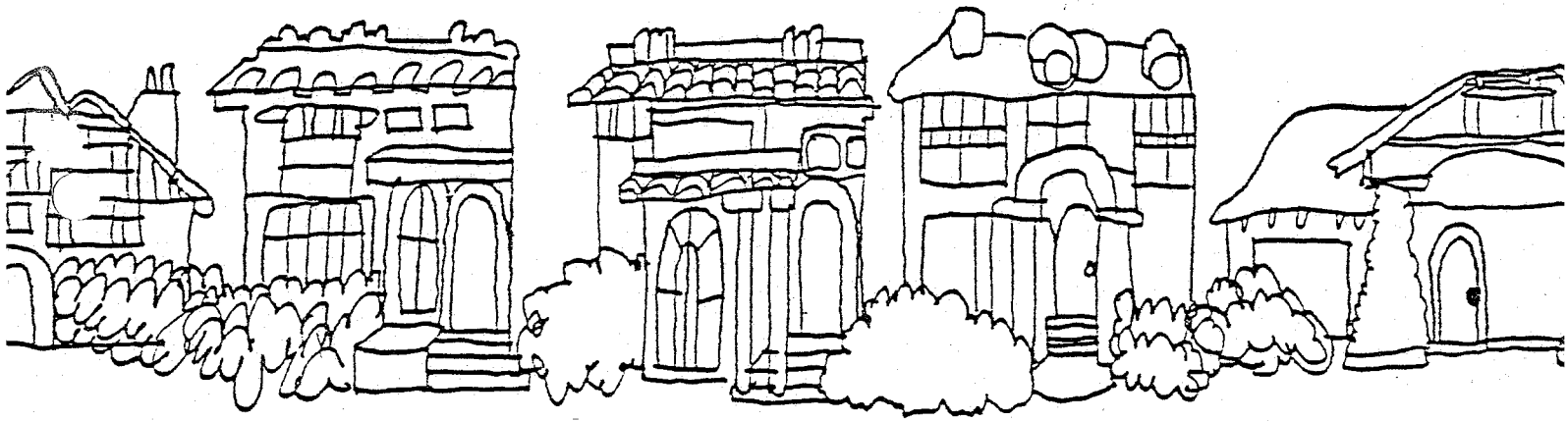
Many of the homes on South Boulevard/Park Row can best be described as one story structures with front projecting gables creating porches. Others are significantly larger, usually 2 to 2½ stories tall. However, while the scale may vary, a definite house to house continuity exist in the execution of structural 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. The typically heavy massing found in homes throughout the district, but particularly in those like the Marcus Levi House is similar to "Prairie Style" homes done by Parcell and Elmsie; a renowned mid-west firm prominent in this architectural movement. The ornamentation such as applied moulding, carving, hardware, or pattern of window glazing has that definite geometry found in the work of Parcell and Elmsie and generally in the arts and craft movement of this time.

During the same period (1900-1920) bungalows (the one story

structures with projecting gable and porch) were having their peak of popularity in California. Several of the smaller houses along South Boulevard/Park Row are excellent examples of what is called a "California Bungalow" style. Bungalows can be found in widely spread places; Los Angeles was the center of this trade. South Boulevard/Park Row has some of the best examples of "California" bungalows in Dallas.

To a lesser degree, influences of "Mission Style", also popular during this period, are seen. The use of circular arches on several 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. Such mixtures of styles are typical of architecture in the Southwest which first developed as an extension of market centers in the East and West and therefore became a melting pot of external influences. However, the result has not lessened the value of architecture but enriched the final design. Also it served the community which used it by allowing the practice of selective eclecticism and giving the Southwest an architectural identity of its own.


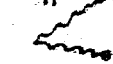


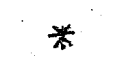

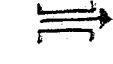



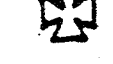
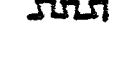

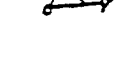


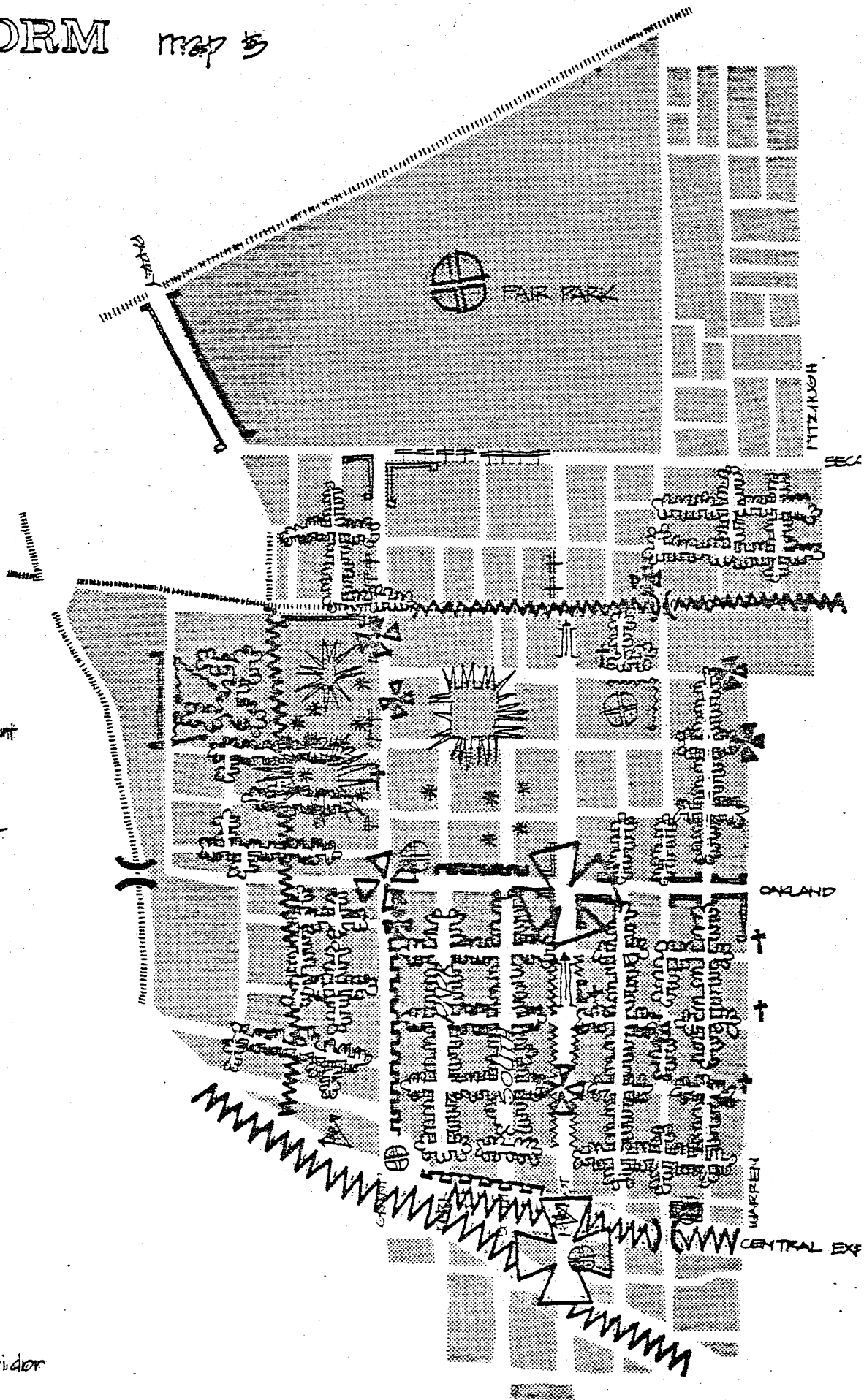
analysis

The zoning of South Boulevard/Park Row in relation to adjacent areas, has kept the neighborhood from experiencing that familiar pattern of development intrusion which has afflicted so much of South and East Dallas. South Blvd./Park Row remains as one of the few inner neighborhoods zoned for single family residential use. To the north, east and west of the neighborhood are areas zoned for commercial and apartment uses. The impact of these high use classifications has been dramatic as high intensity zoning without sufficient market demand to develop it, has led to spot development, hard to get house mortgage money, conversions of old houses for apartment or commercial purposes, and absentee land owners. This is the circumstance which has consumed much of South Dallas over the past 20 years except for South Blvd./Park Row. Here, single family zoning (R-75) is the agent which has protected the neighborhood and which makes an historic district possible today (see Map A). A large portion of the credit for this situation goes to the residents who have had enough confidence in where they live to keep it stable. To the east of Forest Avenue is another neighborhood of physical homogeneity. However, present apartment zoning is being to disrupt its physical fabric. Individual apartment buildings have started to develop amid residential blocks. Continuation of this trend will effect the future of South Blvd./Park Row as without this adjacent area of homogeneity, the proposed historic district will be an island in a community of large scale development.

In its present setting, South Blvd./Park Row is a homogenous and identifiable element amid a community of varying landuse, spots of intense development, corridors of heavy traffic, and mixed structural condition (see Map B)

AREA FORM *map 5*

-  intense apartment development
-  open vista
-  continuous built frontage
-  cluttered street
-  trash
-  church
-  corridor view
-  landmark
-  entrance
-  focal point
-  node
-  built edge
-  intrusive corridor
-  vista view

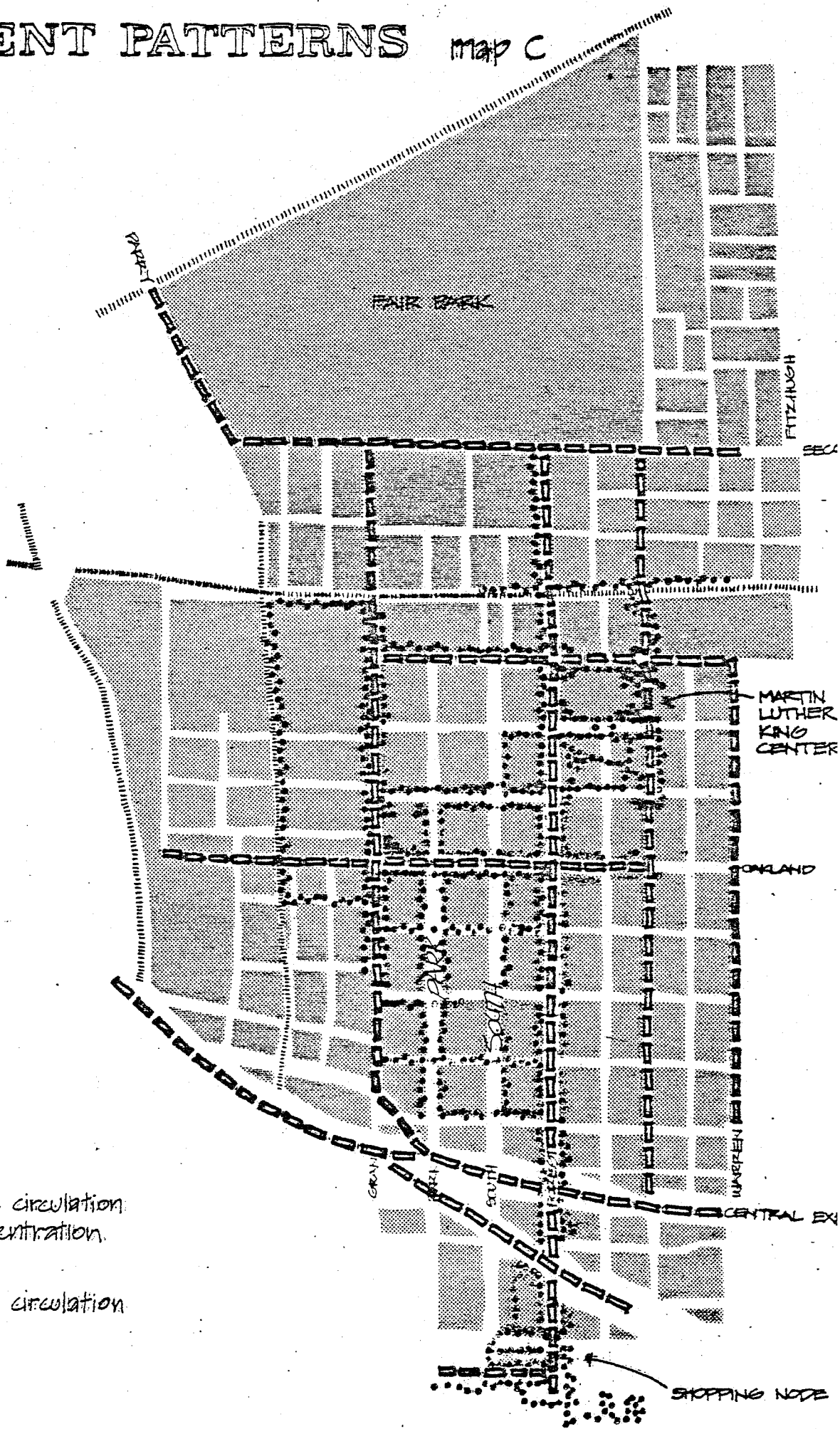


Immediately surrounding the neighborhood is an expressway, and three major thoroughfares (Grand Ave., Oakland Ave., and Forest Ave.) at various points along these streets and still adjacent to South Blvd./Park Row are a number of activity centers and community landmarks such as the Oakland-Forrest commercial district, the Forest-Central commercial district, Martin Luther King Center, Madison High School, Brown School, and the old Synagogue. As many of the more important activity centers occur along Forest Avenue, it can be said that Forest functions as a spine for the community connecting South Central Expressway and Fair Park with the WRR radio tower visually aligning with the street's center line. Forest is also of special importance to the proposed district as - unlike Grand, Oakland, and Central which are hard edges defining the neighborhood - Forest is a soft. Soft edge meaning that the physical fabric of the neighborhood is not hidden behind a wall of apartment and commercial buildings but comes out on to the street itself in form of grand houses and lawn trees which line the avenue.

The district of South Blvd./Park Row and the homogenous neighborhoods to the east of Forest retain the heavy tree cover which at one time, characterized the South Dallas community.

Essentially, the physical organization of the community puts South Blvd./Park Row between two functional elements which service each other. To the west and north of the district is the high concentration of apartment development, while to the east and south are the service and commercial centers. Therefore, South Blvd./Park Row stands between the place where people live and place people want go. This makes streets around and within the neighborhood a cross road of pedestrian circulation for the community (See Map C). This coincides with the fact that streets adjacent to the neighborhood are also a cross road for

MOVEMENT PATTERNS map C



Pedestrian circulation and concentration.



vehicular circulation (major)

STOPPING NODE

vehicular circulation, with the exception of Central Expressway which is actually a cross town artery. As a community element it does more to physically cut the area rather than reinforce its internal circulation.

Concentrating on South Boulevard/Park Row itself, instead of the community in general, it can be said that the neighborhood's physical condition is high. In a systematical analysis of physical condition, only four structures were classified as having primary structural problems. The rest were either in excellent shape or in need of maintenance level repair. The condition of sidewalks and particularly the alleys is not of the same standard as the houses. The alleys are unpaved and overgrown and sidewalks are badly cracked.

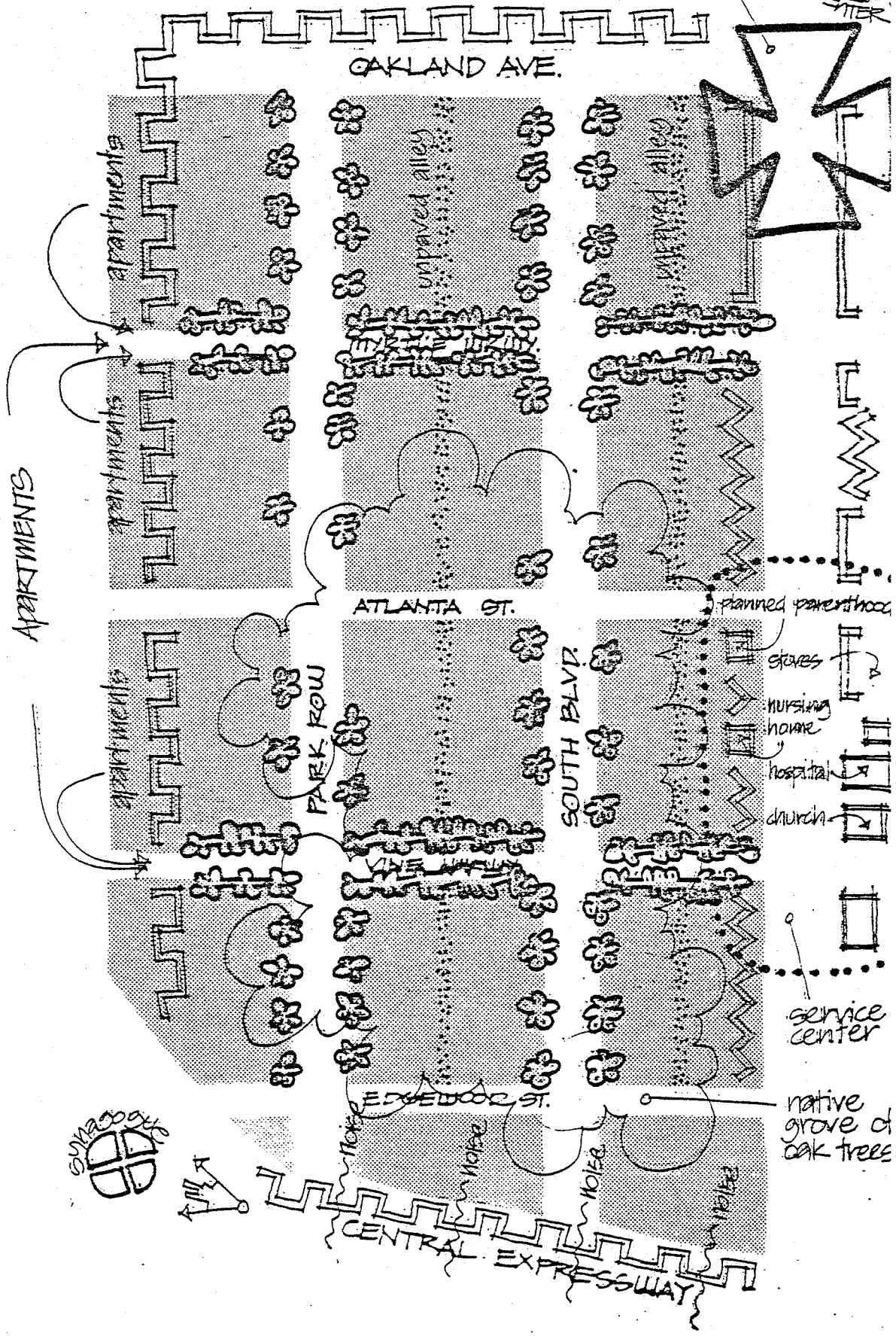
One of the most interesting aspects of the district's fabric is the tree cover which is uniformly abundant (See Map D). However, the southern portion of the neighborhood is covered by a natural grove of oak trees which create shady lawns. This is in marked contrast to the sector with its more open and sun exposed lawns. Parkway landscaping has lost some of its dramatic impact due to a loss of trees over the years but still, the remaining large parkway plantings impart a very graceful and human quality to the street experience. As mentioned earlier, the district fabric extends out to Forest Avenue with a line of large houses and trees along the corridor. This presents a rare opportunity to make the district visible from a major movement corridor as opposed to Swiss Avenue which is hidden from general public view by surrounding development.

An important element of the district is the old synagogue which is a strong visual event along Edgewood and a general neighborhood landmark. Another important element is the two walkways, Myrtle and Vine, which traverse the district and are unique within the city. No where else has right-of-way been

DISTRICT FORM

map D

major commercial node



APARTMENTS

apartments

apartments

apartments

OAKLAND AVE.

ATLANTA ST.

PARK ROW

SOUTH BLVD.

EDGEMOOD ST.

CENTRAL EXPRESSWAY

unpaved alleys

unpaved alleys

planned parenthoods

stores

nursing home

hospital

church

service center

native grove of oak trees

Noise

Noise

Noise

Noise



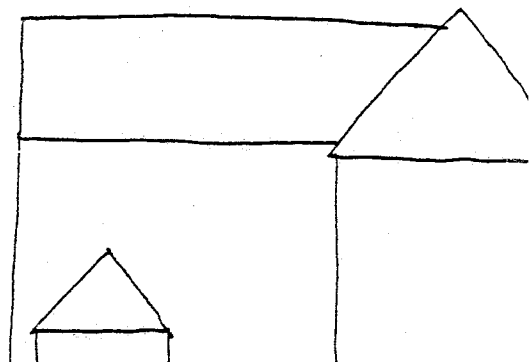
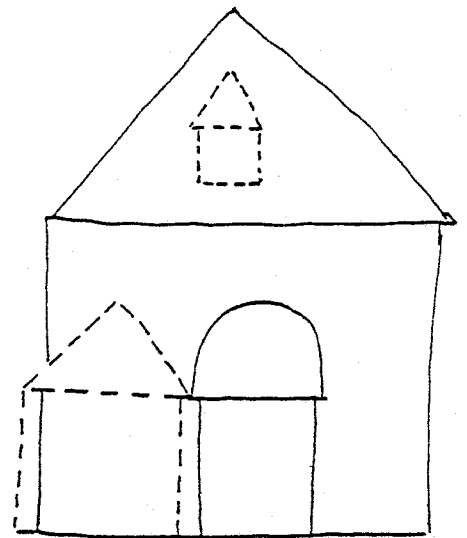
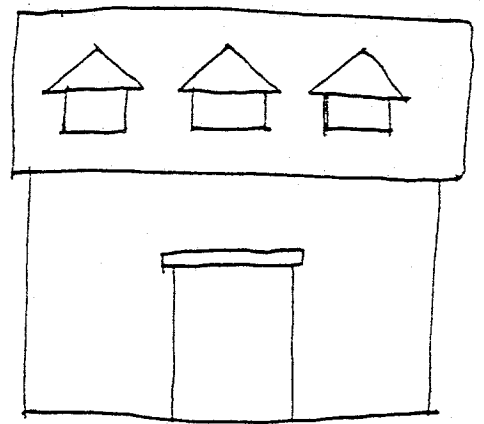
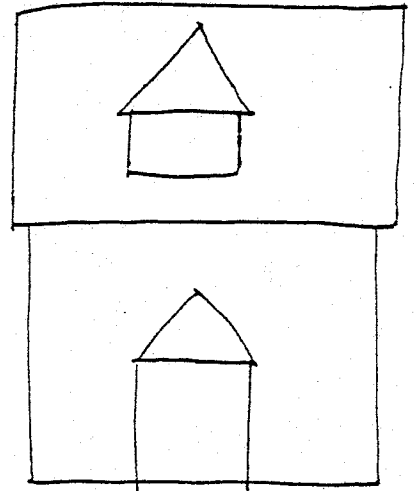
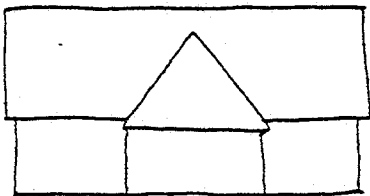
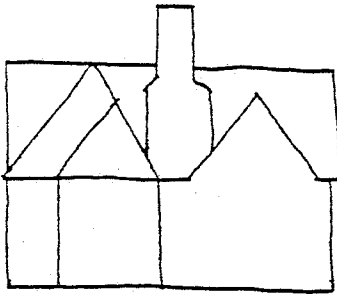
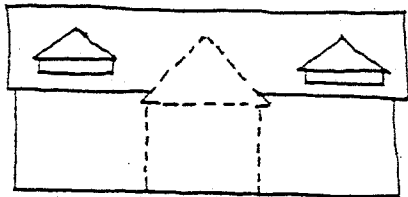
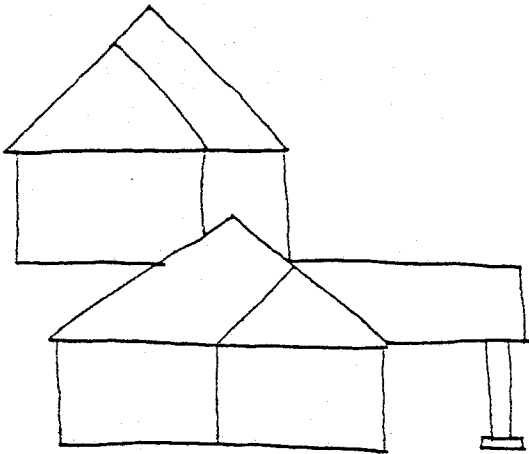
set aside for exclusive use by pedestrian traffic. The walkways extend, all the way from Grand to Forest and emerge on Forest at points which are activity centers. Myrtle emerges at a service center consisting of a church, nursing home, hospital, funeral home, and small commercial establishments. Vine Walkway emerges at the edge of the Oakland/Forest commercial node. The biggest problem with the walkways is that in their present condition, they render little benefit to South Boulevard/Park Row. They are dark and usually littered. Appropriate redesign of the walkways could increase security, make them garden spots and also discourage excessive non-resident traffic.

By comparison to most inner city neighborhoods lots along South Boulevard/Park Row are deep with many over 200 feet in length (See Map E). This has allowed the evolution of large front yards, many of which are over 60 feet deep. Set backs vary with the general range in any block being a latitude of 10 to 15 feet. This has prevented a rigid alignment of building facades and permitted an undulation in the block's facade plane, thus creating another dimension of visual interest. Lot widths are typically narrow in comparison with other inner city neighborhoods, thus, the close placement of houses along Park Row (See Map F). On South Boulevard houses tend to be close together but periodically one structure will cover more than one lot or will have acquired an adjacent lot as yard space, effecting yet another point of diversity --the spacing between structures.

Not only does spacing and set back vary within the district but building size differs as well. Generally structures are of either a uniformly large or a uniformly small scale--either a large two story structure or a one story bungalow (see diagram #1). While a great deal of diversity exists at one level there is a great deal of continuity at another, perhaps more meaningful, level. First of all, structures of all sizes are characterized

Diagram # 1

building form and mass



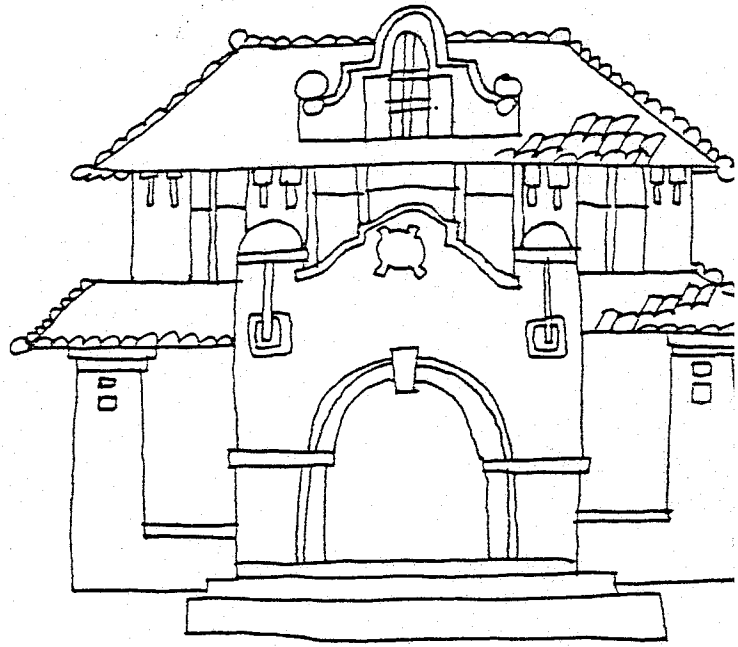
by gables or other roof forms which project forward toward the street. Such projections are characteristic of the "Prairie Style" in architecture which was very popular during and after the first World War and during the 1920's (See diagram #2). It is these projecting roof forms which gives the roof its characteristic, complex configuration of covering planes. This circumstance prevents the buildings from appearing static by creating a lot of niches, corners, and other shapes.

Not only is the projecting roof a consistent visual element in the neighborhood but also the way the roof overhang is treated. Generally the roof structure is exposed as it extends beyond the facade wall (See diagram #3). It is common that this roof structure is carved or made ornamental in some fashion. Such detailing is again characteristic of the "Prairie School" and stems from the influence of Japanese design on American architecture during the early 1900's carried to its extreme in California with architects like the Green Brothers. Sets of working drawings for such "bungalow" houses could be acquired through a magazine like House and Garden. Where there is no exposed structural support for the roof, the eave has been embellished with an applied ornamental "structural" element as seen on the Levi House.

Usually roof projections are supported by large massive columns which again is characteristic of the "Prairie" influence. Many people in the neighborhood have replaced the large massive columns with ornamental iron work. While this has a certain kind of appeal, it is very much out of character with the building's original design and detracts from those details which give the neighborhood continuity. The roof projection and its columns form a porch which is the most used device for definition of building entrance. Entrance definition is one of the strongest and consistent visual elements in the district. In the few instances where a porch is not the means of entrance definition,

Diagram # 2

2707 South Blvd.



2419 South Blvd.

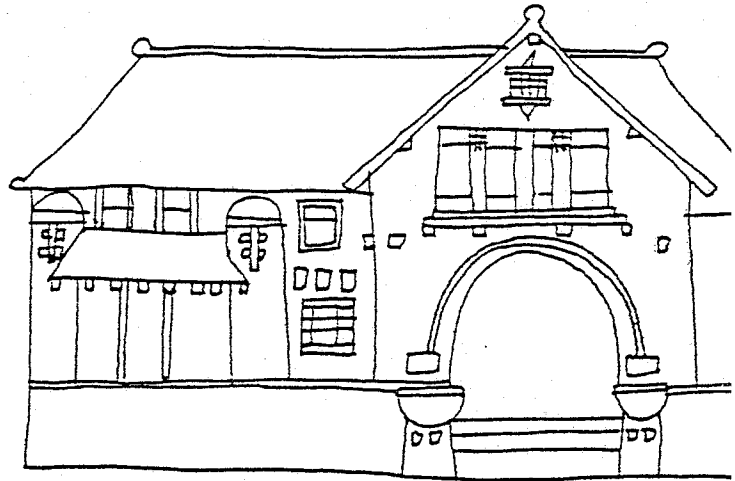
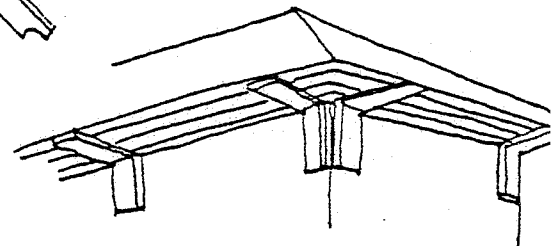
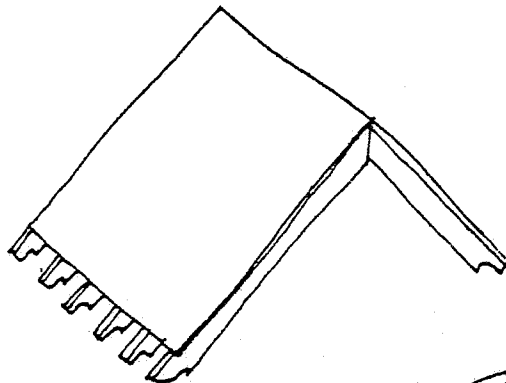
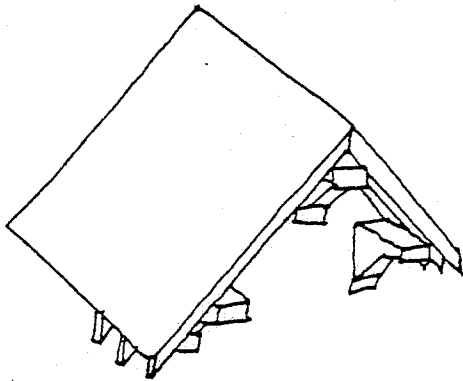


Diagram # 3

roof



other means of similar visual prominence are employed. These include heavy embellishment and changes in the roof line (see diagram #4).

Another visual characteristic of extreme importance is the window treatment (see diagram #5). This detail is another element consistent with the usual practices of "Prairie Style" architecture. Windows are grouped in clusters of twos and threes. This creates a different feeling than a large single window, equal in width but devoid of the clustering. If one were to remove the clusters and put in large single windows, the function and visual appeal of the opening would be changed and the house would lose significant detailing. Linework is not only formed by the window frames but also by the small panes of glass within the frame. Typically, the upper sash of windows along South Boulevard and Park Row are divided into small panes creating a variety of geometric patterns.

The above description summarizes the conclusions of the physical analysis and survey. It can be said that indeed, South Boulevard/Park Row has a rich architectural as well as cultural heritage of considerable importance to the City of Dallas. However, it has also been illustrated that the neighborhood is a part of a larger community which must be considered if the historic district is going to succeed. Such things as zoning, development, trends, physical condition, traffic patterns, etc. are part of the South Boulevard/Park Row setting. The city will build upon the findings of this survey in formulating the necessary components of the designation process but much of the future success of this area will depend on the commitment and determination of area residents.

Diagram #4

entrance
definition

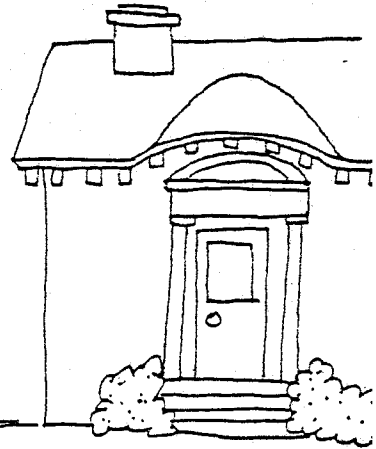
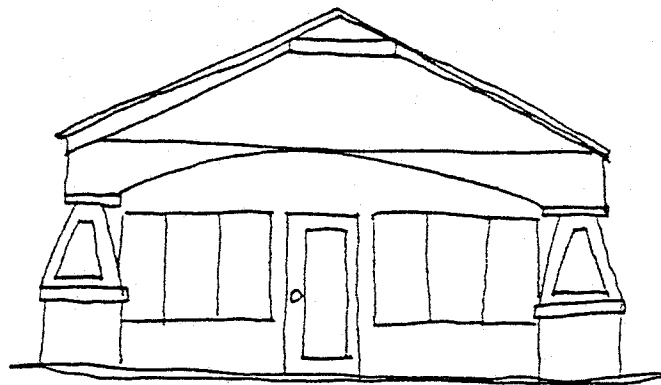
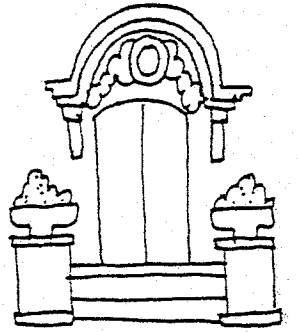
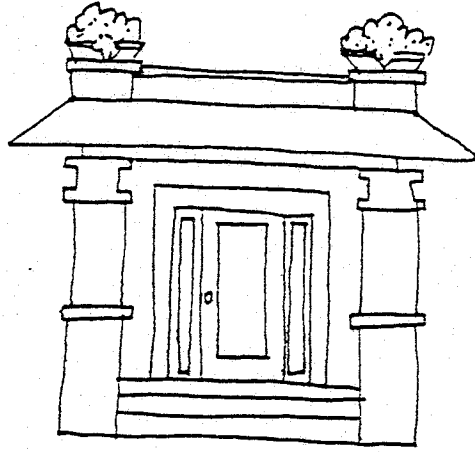
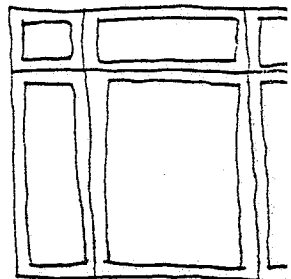
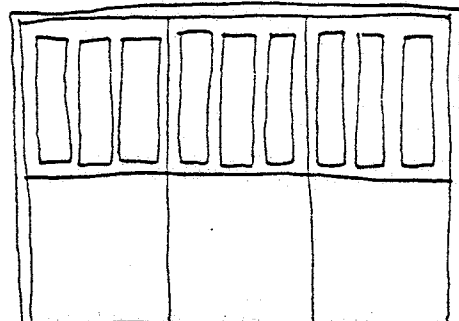
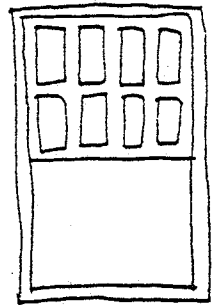
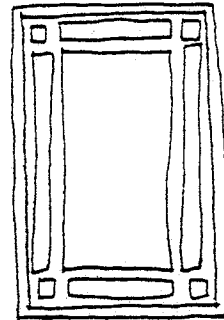
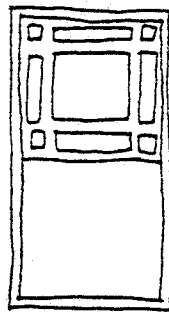
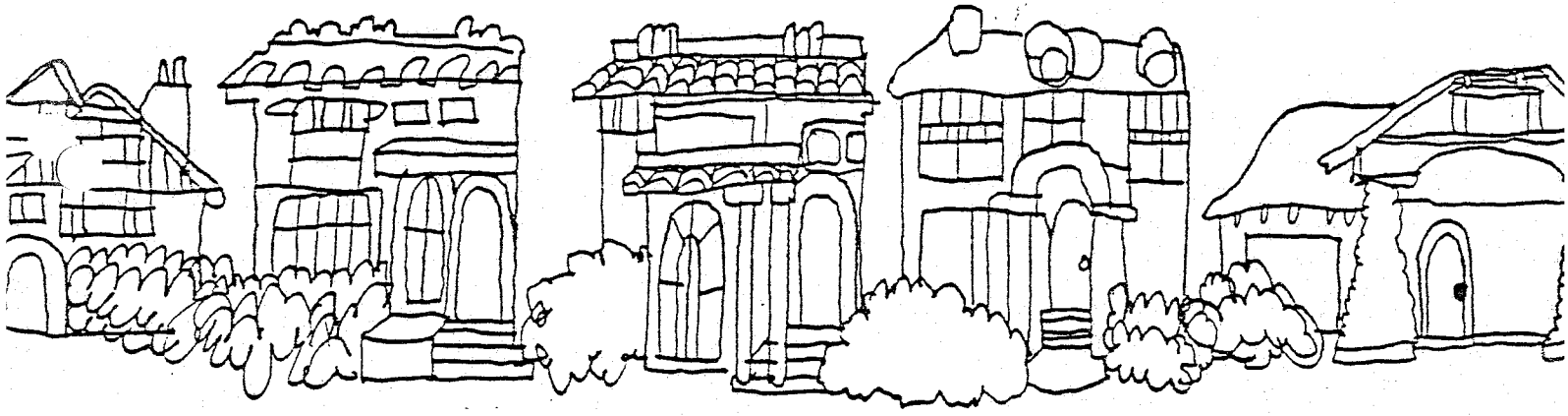


Diagram #5

windows





criteria

CRITERIA

height:

STRUCTURES SHALL NOT EXCEED A MAXIMUM HEIGHT OF 36 FEET.

The present height of larger two story structures is 36 ft. Therefore, to prevent the intrusion of structures with excessive height and mass, a maximum height of 36 feet was determined.

roof:

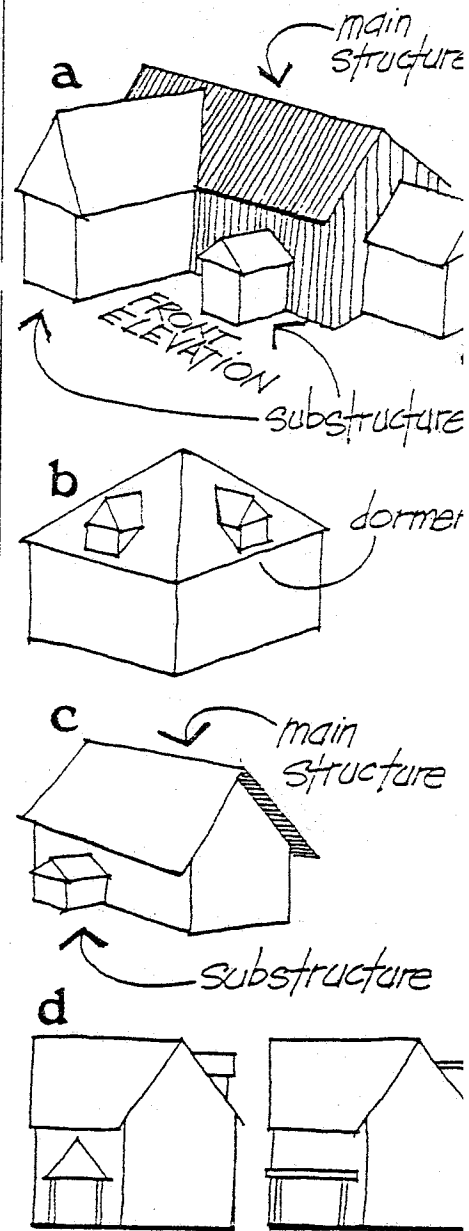
1. THE COMPLEXITY OF ROOF CONFIGURATION SHALL BE ACHIEVED THROUGH ONE OR A COMBINATION OF THE FOLLOWING:

- A. ROOFS OF SUBSTRUCTURES PROJECTING FROM THE FRONT AND SIDE ELEVATIONS (figure a)
- B. USE OF DORMERS ON THE FRONT ELEVATION. (figure b)

2. ROOFS COVERING THE MAIN STRUCTURE SHALL NOT BE OF A FLAT DESIGN. (figure c & d)

3. MANSARD ROOFS SHALL NOT BE PERMITTED IN THE DISTRICT.

Convergence of roof planes form a varied geometry of lines and angles which is typical of the "prairie style" massing in architecture. Therefore, it is an important quality to preserve.



CRITERIA

4. ROOFS SHALL HAVE AN OVERHANG. IN NEW CONSTRUCTION, THE OVERHANG SHALL BE A MINIMUM OF 12 INCHES. IN CASES OF REMODELING, ROOF OVERHANG SHALL BE THE SAME AS EXISTING.

entrances:

1. ENTRANCES SHALL BE DEFINED THROUGH ONE OF THE FOLLOWING MEANS:

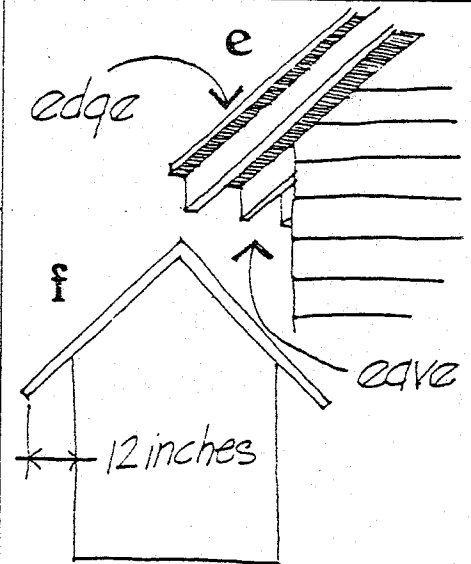
- A. PORCHES OR CANOPIES (figure g & h)
- B. RECESS IN THE BUILDING ELEVATION. (figure i)

2. IN CASES OF REMODELING A SENSE OF OPENNESS SHALL BE MAINTAINED IN PORCHES AND CANOPIES.

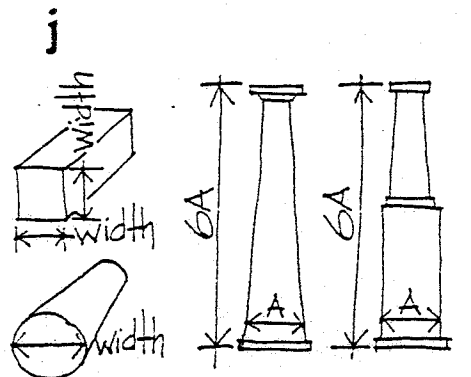
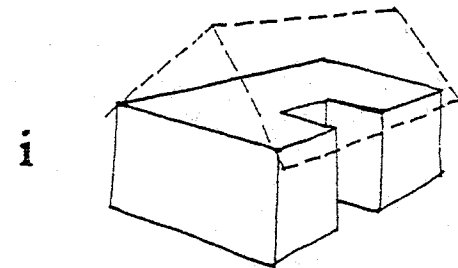
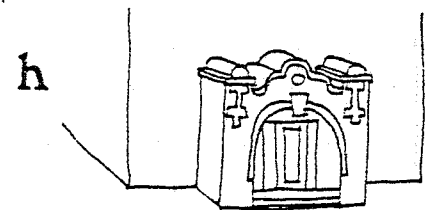
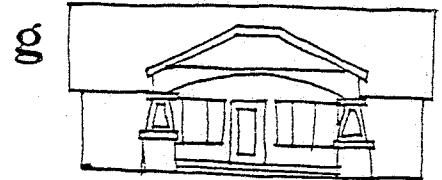
column massing:

1. THE WIDTH DIMENSIONS OF COLUMNS, AT THEIR WIDEST POINT, SHALL NOT BE THINNER THAN 1/6th THE COLUMN HEIGHT. COLUMNS OF LARGER MASSING ARE ENCOURAGED WHEREVER POSSIBLE.

Roof overhang is one of several key architectural expressions within the district. Therefore, it is an important element of harmony and continuity.



Strong visual definition of entrance as a central element in a building's facade is a consistently repeated quality from house to house, within the district. Therefore, it is an important element of harmony and continuity.



CRITERIA

openings:

1. FACADE OPENINGS WITHIN THE FRONT ELEVATION SHALL BE SUBDIVIDED BY MORE THAN ONE WINDOW.
(figure k)

2. IN THE FRONT ELEVATION, EXISTING FACADE OPENINGS SHALL BE PRESERVED AS FACADE OPENINGS.

3. WINDOWS SHALL BE SUBDIVIDED BY MORE THAN TWO LIGHTS.
(figure 1)

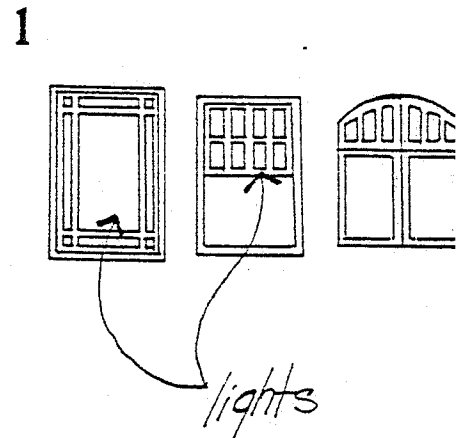
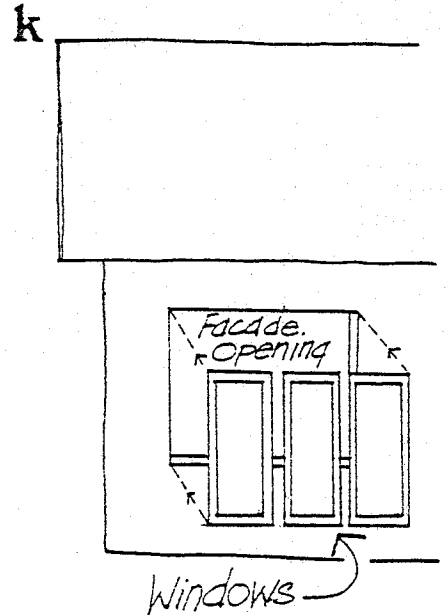
4. NO REFLECTIVE GLASS SHALL BE USED FOR WINDOWS, DOORS, OR OTHER OPENINGS.

material:

1. IN NEW CONSTRUCTION, THE DOMINANT EXTERIOR MATERIAL SHALL BE STUCCO, BRICK, OR WOOD.

Division of facade openings into several smaller windows is an important element of detail and embellishment. As a result, it helps establish a continuity within the district and is typical of the area's "prairie style" influence.

Division of windows into multiple lights is a further enrichment of the window motif and therefore, an important embellishment as well as element of district continuity. Also, it is typical of the district's "prairie style" influence.



CRITERIA

Front yards:

1. THERE SHALL BE NO FENCE OR HEDGEROW IN THE FRONT YARD SPACE ALONG SOUTH BLVD.

(figure m)

2. THERE SHALL BE NO FENCE OR HEDGEROW ALONG THE FRONT PROPERTY LINES OF PARK ROW.

(figure n)

setback:

1. SOUTHEAST SIDE OF SOUTH BLVD. SETBACK SHALL BE 50 ± 5 FEET.

2. NORTHWEST SIDE OF SOUTH BLVD. SETBACK SHALL BE 55 ± 5 FEET

3. PARK ROW SETBACK SHALL BE 55 ± 5 FEET.

side yard:

SIDE YARDS SHALL HAVE A 7 FOOT MINIMUM.

landuse:

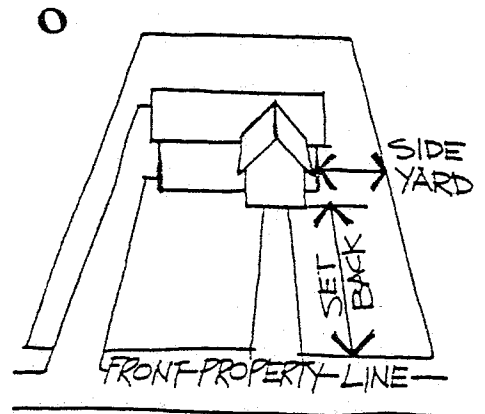
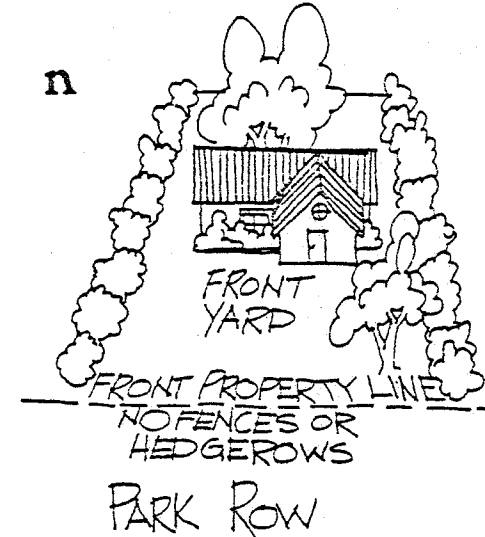
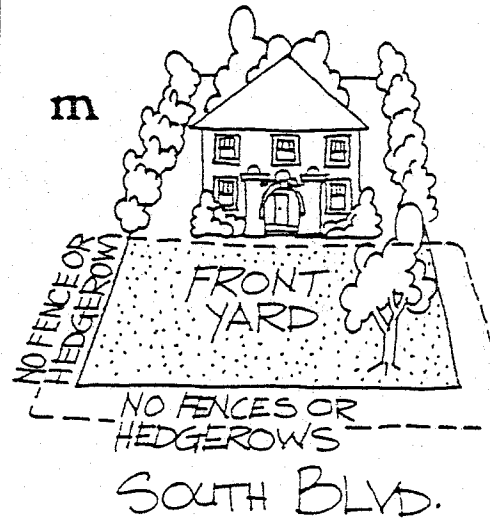
THE PRESENT R-75 ZONING SHALL BE RETAINED (single family zoning) MAKING THE DISTRICT R-75-H.

boundary:

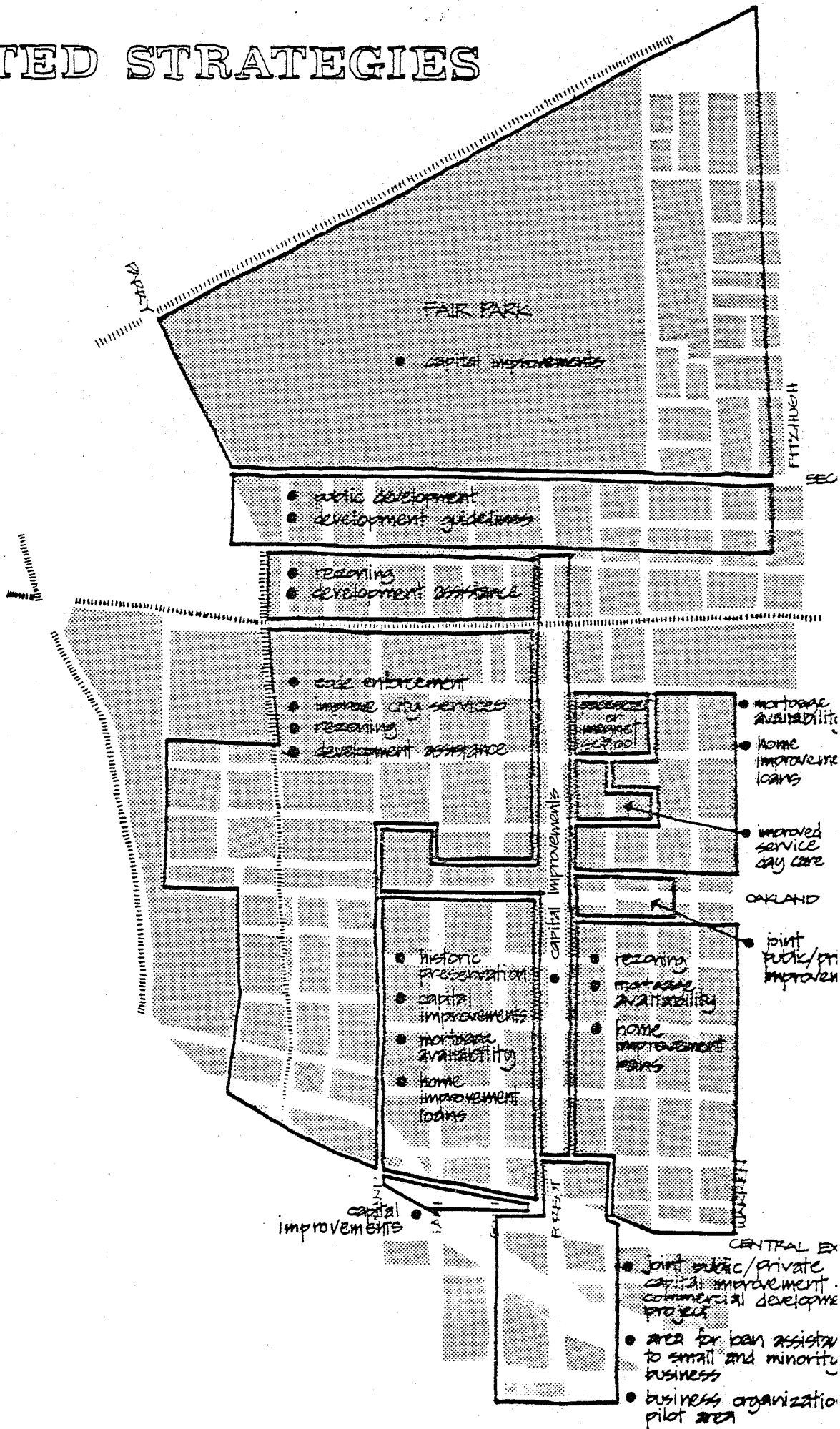
SEE THE FOLLOWING MAP.

The broad openness of front yards on South Blvd. is an important setting for these typically large houses.

Side lot line fences and hedge-rows on Park Row are a key environmental feature which enhances the street's higher density and smaller scale.



SUGGESTED STRATEGIES



A PROPOSED LISTING OF ACTIVITIES FOR CONSIDERATION

(AUGUST, 1976)

- I. Once the area is designated, the conservation and renewal of South Blvd./Park Row is just beginning and a key component in the area's future will be organized resident support. Without this recognizable unity and leadership within the district, maintaining the present momentum toward common objectives would be very difficult. Therefore, the first undertaking for South Blvd./Park Row residents is to establish as a permanent and continuing body, the present Resident Association.
- II. Having established a continuing structure of leadership within the neighborhood, a number of projects exist which can be indicated immediately and, for the most part can be completed in 6 months. These projects are related mostly to physical maintenance and appearance. Improvements here serve several purposes. They can make the quickest and most visibly dramatic changes in the area, thus inspiring public enthusiasm. Also physical maintenance can be undertaken with the resources at hand. Projects for the next 6 months include:
 1. contact the Streets and Sanitation Department to initiate repair of curbs. This would be a good lead in to repavement of sidewalks and alleys which will take a longer period of time. Thus, by doing this easier task first, some visible changes will be made in the public right-of-way over the next few months (see Neighborhood Notebook for brochure "Streets Sidewalks and Alleys" #4002)
 2. a mandatory component of any maintenance plan would be to make a general maintenance assessment of the district, describing needed maintenance projects for each house (see Neighborhood Notebook for brochure "Neighborhood Maintenance checklist" #1009). Once the assessment is made, the resident association should work with property owners on making such repairs. If circumstances prevent an individual from doing maintenance tasks, perhaps a volunteer group could be organized to assist, or resident association could buy and loan out necessary tools. For information on how do maintenance repairs for yourself see the Neighborhood Notebook for brochures:
 - A. Patios, Walkways, and Drives #1001
 - B. Tips for Painters #1002
 - C. Doors, Windows, and Details #1003
 - D. Exterior Walls #1004
 - E. Fence Fixer #1005
 - F. Lawn Care #1006
 - G. Do-It-Yourself Roofer #1007

3. Another important component of any beautification strategy would be to survey the district for particular eyesores, security problems, or hazards. Resolving these situations, once identified, would not only improve neighborhood appearance but the quality of life for residents. For help in addressing these situations see the Neighborhood Notebook for brochures:

- A. Get Rid of That Junk #2001
- B. Neighborhood Storage #2002
- C. Neighborhood Clean Up #2003
- D. Lock Your Block #2004
- E. Home Security #2005
- F. All About Drainage #2008

4. A very important project to undertake in the next 6 months is restoration of the parkway. The parkway is a key element in the graceful residential quality of South Blvd./Park Row. Improvements here could have a great deal of impact on neighborhood appearance. However, while money can be gotten together and trees selected now, planting should not take place until fall (For information on planting see the Neighborhood Notebook brochure "Trees for Neighborhoods" #).

5. Another beautification project which can be undertaken in the next 6 months is a neighborhood wide landscaping plan. This could include such things as creating a district wide floral theme with flowers in the parkway or on front yard embankment. It could even mean a district wide azalea trail. The object being to not only enrich the setting of individual houses but create an even stronger continuity and neighborhood identity. The time of year has to be right for flower planting and the season will influence the kind of flower or blooming shrub chosen. This up coming fall will be a good time for certain bulbs and plants. For more information on what to plant and planting ideas, see brochures:

- A. Ideas for Landscaping #5005
- B. Neighborhood Beautification #5008

6. Another important beautification project is to continue work already started on the beautification of walkways. Making them not only more attractive but safer. Limited sun and narrow planting areas will effect choice of ~~begin~~ landscaping. Work begins with the Park Department should be continued as fall is a good planting time for many landscape varieties. Also consider plants which were popular when the district was built.

7. Vacant lots are an important part of neighborhood appearance and at this time of year need regular maintenance. If absentee owners are not cooperative, perhaps a short term maintenance crew should be organized and a long term plan to buy or develop initiated.
8. To enhance the areas marketability as well as residential quality, work should be initiated with the Highway Department to construct an effective and attractive screen for Central Expressway. Several of the vacant lots are at this end of the district, and such a measure would make them more attractive in a later plan of development.

III. Projects to start now and continue beyond 6 months.

1. With the amount of news coverage generated at the time of designation, it seems most appropriate to begin a program of public relations which would promote the area's environmental and other assets. This could be done through resident publications, newspaper coverage, advertisements, radio and T.V., or residents giving lectures and presentations (see Neighborhood Notebook for brochure "Going Public" #3005 and "Show off Your Neighborhood" #6005).
2. Increase area exposure and enrich life for residents through special events held on a seasonal, annual, or other regular basis (for information on special events, see Neighborhood Notebook brochure "Neighborhood Festivals" #5006).
3. Continue the neighborhood newsletter with increased circulation to reach a wider base of people with more extensive coverage of the district; its people, needs and resources.
4. Continue work begun with local banks on loan availability for the district. This could include FHA support, mortgage insurance, bank consortium, etc. (see Neighborhood Notebook for "Mortgage Loan Shopping" #2006 and "Home Improvement Loans" #2007). The favorable publicity and market interest generated by designation offer an excellent opportunity to get this project off the ground.
5. Again the publicity of designation offers an opportunity to begin exploring public and private grants which can help finance short and long range projects.
6. An important continuing project is that of conducting workshops on various subjects important to neighborhood improvements, whether home repair or lawn care. Workshops also provide a chance to enrich the social life of the neighborhood.

IV. Long Term Projects

1. Once most of the short range improvements have been made, a more stable situation for market interest will exist. This would be the time to address development of vacant lots. One way to approach this is through a neighborhood development corporation which could buy and improve the property for sale, using profits to acquire other properties and so on. For more information on this see Neighborhood Notebook for "Non-Profit Development Corporations" #3006. Also lots could be acquired for public benefit as a park or garden (see Neighborhood Notebook for "Parks for Neighborhoods" #4001). Organizing such a development would require a strong neighborhood association and resident commitment.
2. A very important long range project is that of future capital improvements. Here, South Blvd./Park Row can be the foundation for improvements which would benefit all of South Dallas. Certain internal neighborhood projects could be funded by capital improvements such as beautification of the walkways. However, the opportunity for large scale improvements exist in the periodic bond program.

As outlined in the South Blvd./Park Row report, Forest Avenue is not only a key edge to the historic district, a window through which the district will be viewed, but also a key movement and activity spine for South Dallas as well as the interface between South Blvd./Park Row and other areas of potential. Therefore, large scale beautification of this corridor can have lasting benefit for the historic district and areas surrounding it.

With Fair Park at one end and both South Blvd./Park Row and Central Expressway at the other a logical stretch of Forest Avenue emerges as a target for beautification. Not only could Forest Avenue continue and be reinforced in its major role as a vehicular link to Fair Park, but appropriate development within its wide right-of-way could also enhance pedestrian use of the street. This is especially needed in a community like South Dallas which has a lot of pedestrian traffic. Tree planting and other landscaping could enrich the road experience for everyone and compliment the landscaping of adjacent residential areas. Pedestrian safety at key crossing points like the Martin Luther King Center and Oakland could be protected with crosswalks or other safety measures. Special treatment of the several commercial zones along this stretch would make them both more attractive for commercial leasing and more enjoyable for shoppers. Most significant, beautification of Forest Avenue would lift the very force of South Dallas, doing much to change its image.

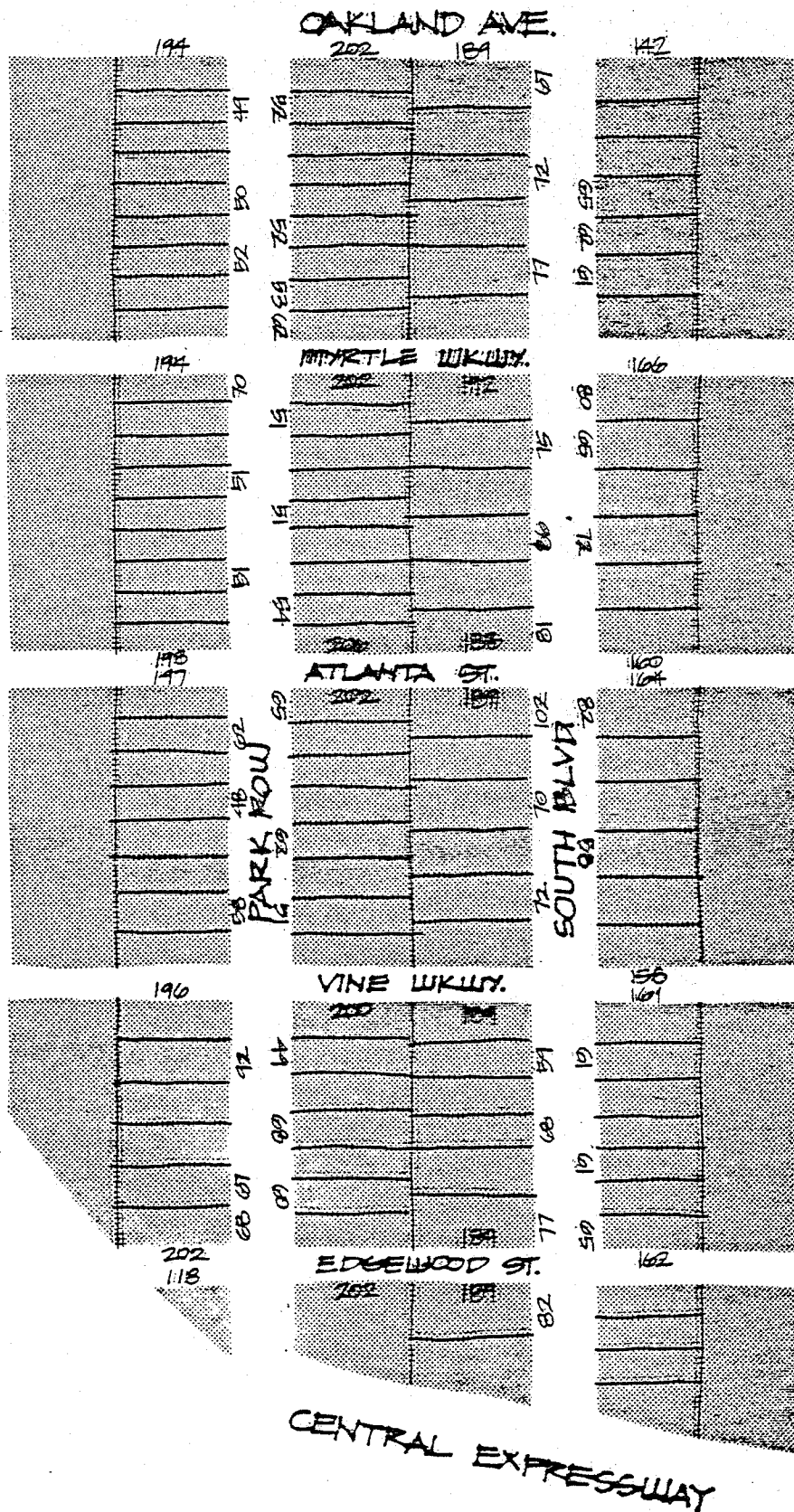
3. Another long range improvement that could be financial, in part, by capital improvements or over a period of time by residents themselves is district lighting on both public and private property. Well designed street and property lighting could not only enhance security, but strengthen continuity and identity. The resident association should initiate this project in conjunction with the city (for more information see Neighborhood Notebook brochure "Block Lighting" #5004).
4. A very important long term project that should be stated now is repair and pavement of alleys and sidewalks. Under normal conditions, the waiting time could take 1 to 2 years and require financial participation by area residents (for more information see Neighborhood Notebook brochure "Streets, Sidewalks, and Alleys" #4002).
5. Enhancement of the area as a place of residents for younger home buyers with families will require a certain level of institutional, service, and recreational amenity. Designation of local schools as pace setter or magnet schools could help. Good places to shop and eat are needed. The area already has Fair Park which is virtually an unused resource for the community. Day time activities and open spaces for local people in the park would avail the resource to better use. Bringing business organizations and chambers of commerce into the project can help encourage commercial activity in the area.

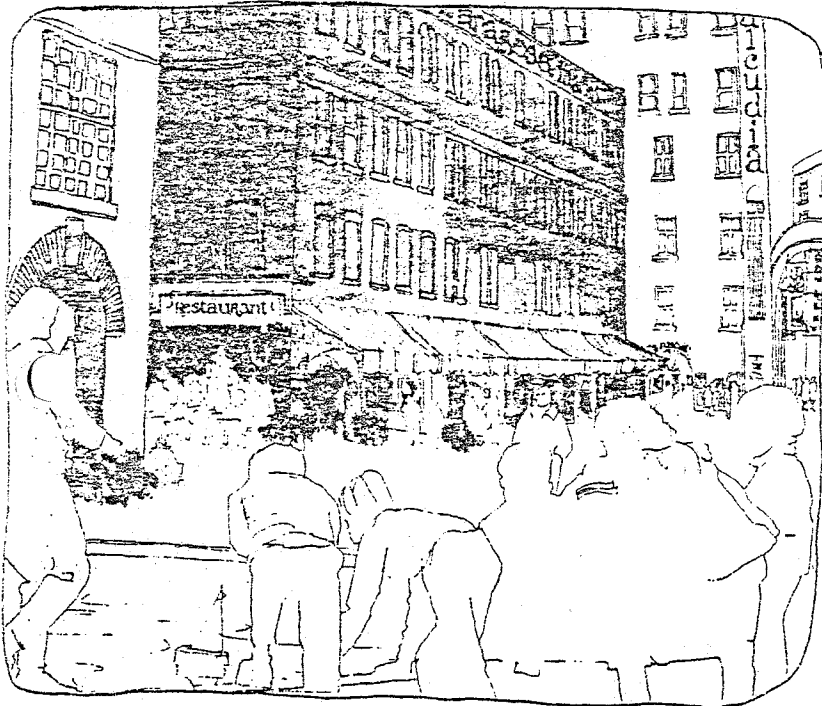
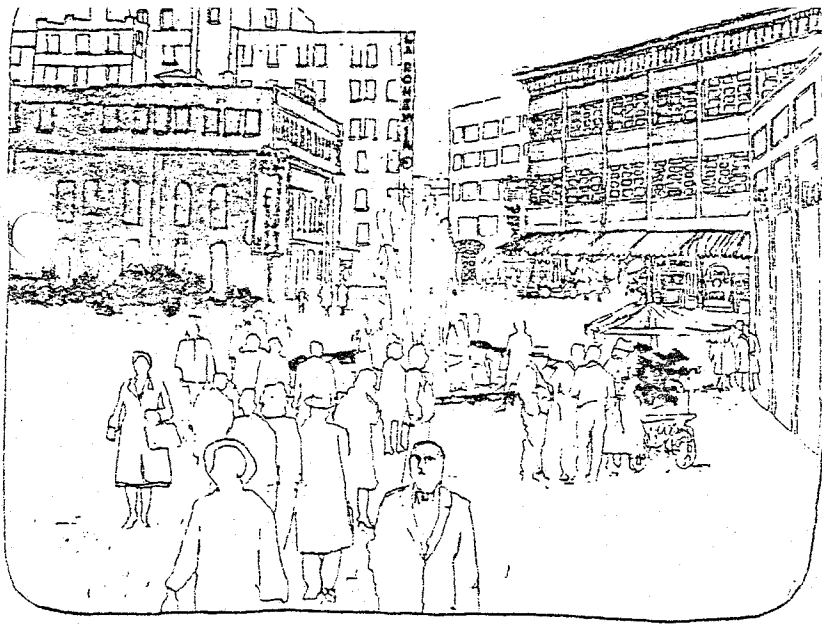
CHRONOLOGY OF SOUTH BLVD/PARK ROW HISTORIC DESIGNATION

- Jan 25, 1975 Residents of South Blvd/Park Row approach city about designation
- Feb 15, 1975 First meeting with the residents of South Blvd./Park Row at the Martin Luther King Center to discuss the historic program and possible designation. The HPL also made a presentation on Swiss Ave.
- March 8, 1975 Meeting at Martin Luther King Center to discuss in detail the processes of historic designation and a presentation of the Land Use Plan. This meeting was attended by George Allen. Bryghte Godbold announced the formation of a South Blvd./ Park Row Task Force to work with the planning staff in studying and evaluating the area. Julia Scott Reed was made chairman with residents of the district serving on the committee.
- April 28, 1975 Strategy meeting with the South Blvd/Park Row Task Force discuss what work is needed in preparation for designation.
- May 29, 1975 Completion and review of resident survey form
- July 16, 1975 Appointment of, and work session with survey volunteers from Bishop College.
- Aug 1, 1975 Status review with survey volunteers
- Aug 14, 1975 Preliminary survey results
- Aug 25, 1975 Call backs to those not contacted in the first survey effort and mail outs to absentee propoerty owners
- Sept 1, 1975 Final survey results and analysis
- Sept 10, 1975 Start of South Blvd/Park Row physical and historic analysis
- Sept 24, 1975 Work session with historic research volunteers
- Dec 1, 1975 Completion of physical analysis
- Jan 10, 1976 Completion of Historic Analysis
- March 4, 1976 Review of analysis results with resident task force
- April 1, 1976 Review of analysis results with district residents
- April 20, 1976 Develop preservation criteria and designation ordinance with with South Blvd/Park Row Task Force.
-
- May 6, 1976 Review preservation criteria and designation ordinance with residents.
- May 11, 1976 Presentation to the Historic Landmark Preservation Committee.
- May 13, 1976 Presentation to City Plan Commission.
- June 16, 1976 City Plan Commission Hearing.
- Aug 9 1976 City Council

LOT DIMENSIONS

map E





West End Historic District

Department of Urban Planning
City of Dallas

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West End Historic District

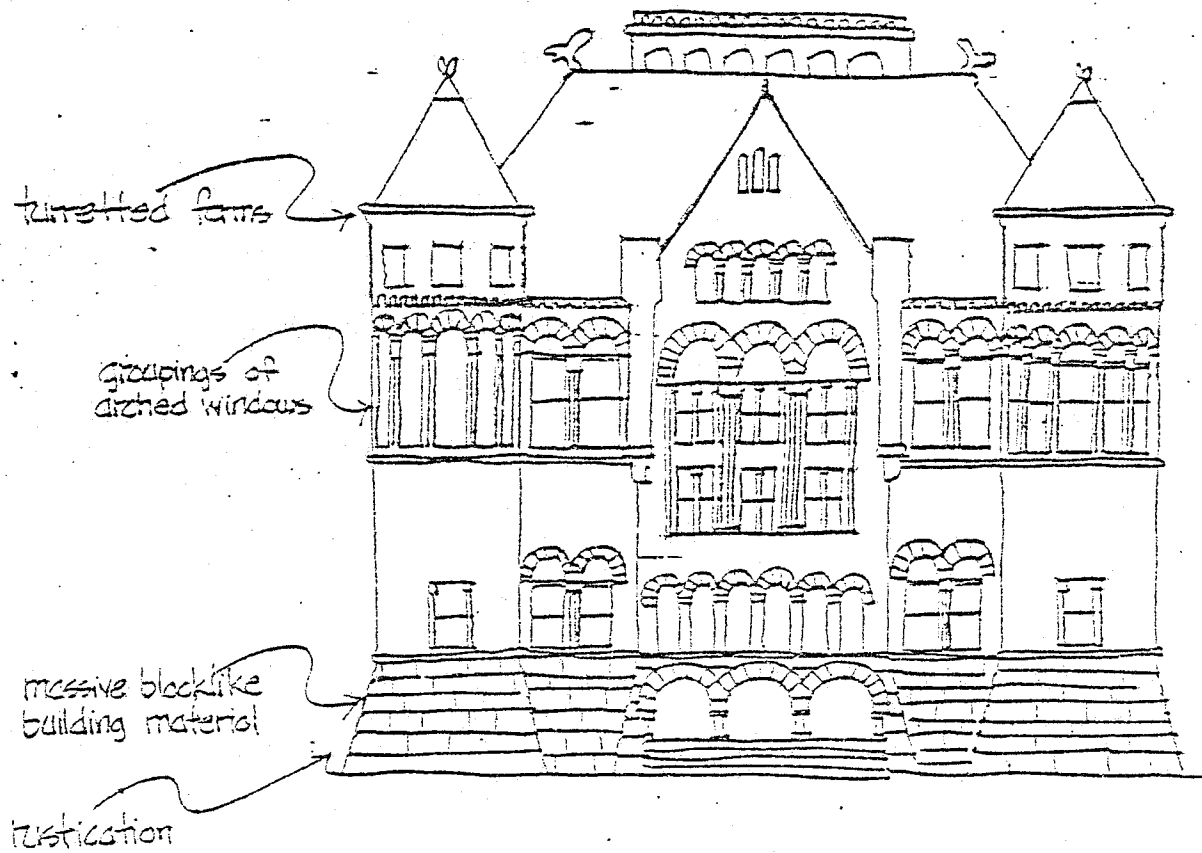
Downtown Renewal Through Preservation

PURPOSE OF STUDY

Dallas' growth, from its humble log cabin beginnings to its present status as a worldwide distribution and marketing center and modern county seat, can be viewed within the confines of the Westend Historic District. This location, formerly the major hub of town, constitutes one of the few intact, readily definable districts within the City today. The striking uniformity in height, color and materials; the intimate physical arrangement of narrow, often brick paved streets; create an ambience and character that can never be duplicated.

Concerned with the gradual decline and decay of the area, the Dallas City Council unanimously approved plans on October 6, 1975, creating the Westend Historic District. A program, combining public actions to improve open spaces and streets and private initiative aimed at upgrading and recycling existing facilities as well as encouraging compatible new construction, has been proposed. Hopefully the resultant product will be a multi-use activity node bordering and strengthening the downtown area. Office space as well as smaller specialty shops and boutiques, residential units of limited scale, will combine with existing uses to create a diverse, stimulating environment that will appeal to tourist, conventioner and native Dallasite in equal proportions.

This report has been prepared for the purpose of acquainting owners, developers and others with the basic goals and strategies to be employed by the City of Dallas in the revitalization of the area. Questions and requests for additional information should be directed to the Dallas Department of Urban Planning, 500 South Ervay, Dallas, Texas, (214) 744-4371.



HISTORY

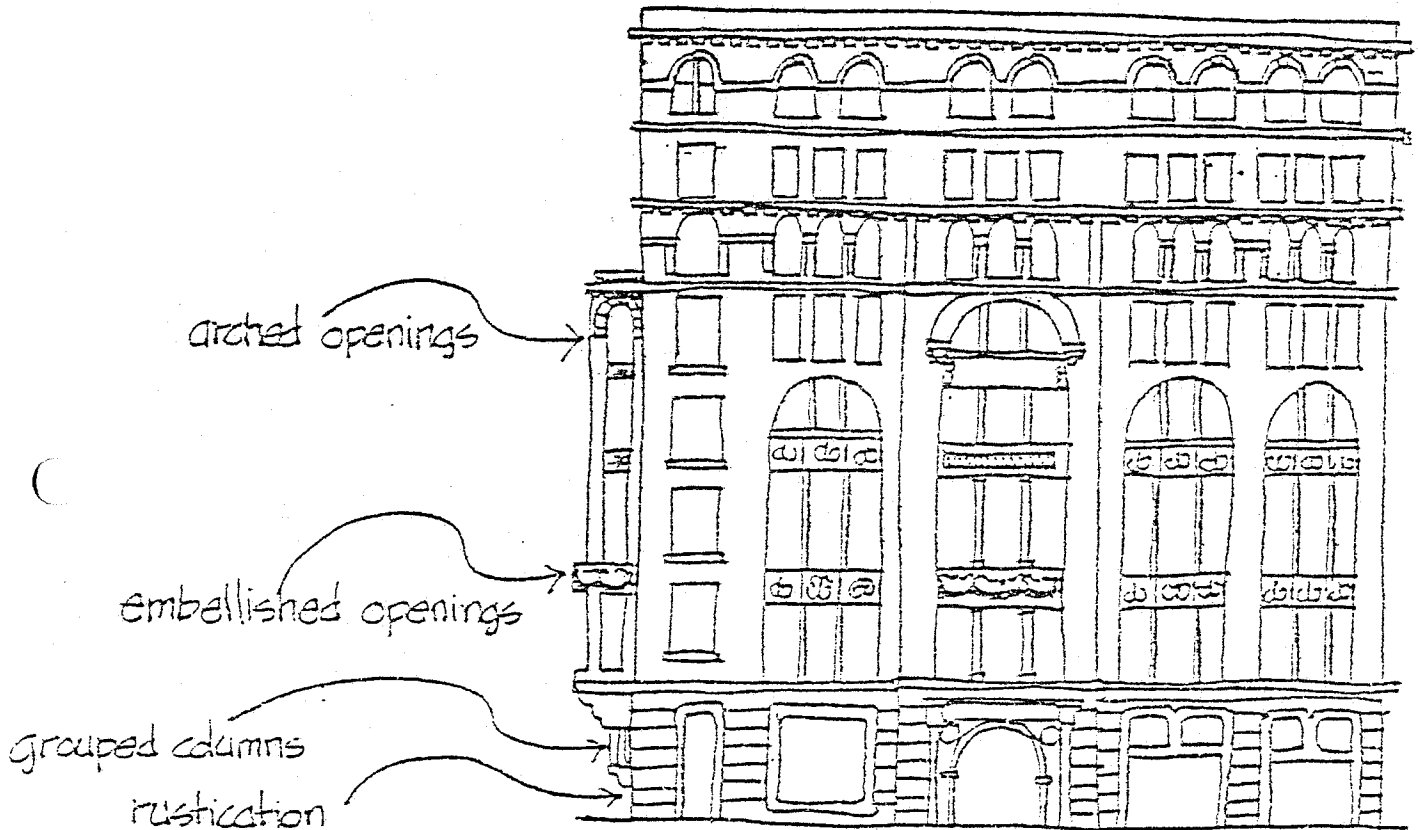
Common with the settlement of many towns, the river played an important role in the development of Dallas. It was on the banks of the Trinity that the Caddo Indians, first known inhabitants of the land, hunted and fished. When the trader John Neely Bryan arrived, his interest was in the establishment of a permanent trade station. Bryan's plat, submitted in 1846, includes much of the present day historic district.

The town remained a relatively small frontier outpost until 1872 and the coming of the railroads. With the advent of rails the city quickly grew in size. The commercial and industrial center supplying the region with agricultural equipment centered in the rail yard area. Testimony to their presence is still evidenced in the faded letters on the brick walls--Allis Chalmers, John Deere, Parlin & Orendorff, Texas Implement.

Sanger Brothers, long acknowledged as the area's leading dry goods retailer, opened its doors on Main and Lamar just days after the first train's arrival. The East Texas oil boom further contributed to the area's prosperity and indirectly influenced the maturing of a significant mercantile and garment center. The Westend area developed to meet the demand.

Warehouses constructed were strongly influenced by the current architectural vogue, the Chicago School of Architecture. Characteristic of the style were wide, elongated multipaned windows, well defined cornice lines and detailed, elaborate decorative embellishment. The use of brick as a primary material and the uniformly consistent height furthers the district's visual cohesiveness.

The challenge then, is to couple the area's unique features with a concentrated program of revitalization and face-lifting. Unplanned and uncoordinated redevelopment will alter if not eradicate the fragile image. How then to proceed?



West End Historic District



Main Line 2

ICC 15

ICC 150

McKinney

Munger

Corbin

Ross

Houston

Record

Elm

Main

Commerce

Market

Austin

Lamar

204

205

206

207

208

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5	3
27	

4	7
5	8
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47	

ORDINANCE PREPARATION

Designating the area as a City of Dallas historic landmark district enables protection and encouragement of a specialized nature. The preservation legislation is addressed to three aspects: the boundary, permitted uses, and preservation (design) criteria.

The District Boundaries

The boundary (see map)--bounded roughly by Commerce Street, Lamar, McKinney (Woodall Rodgers), the Railroad Yard and Dealey Plaza. The district comprises roughly 55 acres lying just west of the central business area. Access to the area is provided by public transit (buses on Commerce, Main, Elm, Houston, Market, and Lamar). Automobile access is readily available as the area is well served by freeways bordering (Stammons to the west, R. L. Thornton, south and Central Expressway (US-75) at Woodall Rodgers-McKinney). When completed, Woodall Rodgers Freeway (above grade by the historic district) will provide access at Field Street. Union Terminal, site of the Reunion Development Project featuring the Hyatt-Regency Hotel and Observation Tower, is just south of the designated area on Houston and Jackson. The Terminal, renamed the Transportation Center, will provide taxi service as well as access to Love Field and Dallas/Fort Worth Airports (Suntran Bus), limousine service and Amtrak rail service.

Permitted Uses

All uses permitted prior to historic designation will be retained. The former zoning CA-1 has been changed to CA-1H. This is a very flexible use classification that allows for great mix and diversity. Warehouses uses

can continue and will be encouraged as this activity is basic to the area's history and setting. As market conditions permit, it will be left to the discretion of the individual owners or leasees to determine appropriate uses. The hoped for product will be a true urban mix that will be both stimulating and imaginative as the existing uses mix with other activities including commercial, office and residential. Small theaters, restaurants, boutiques and professional offices will all lend to the establishment of an all purpose day/night activity center.

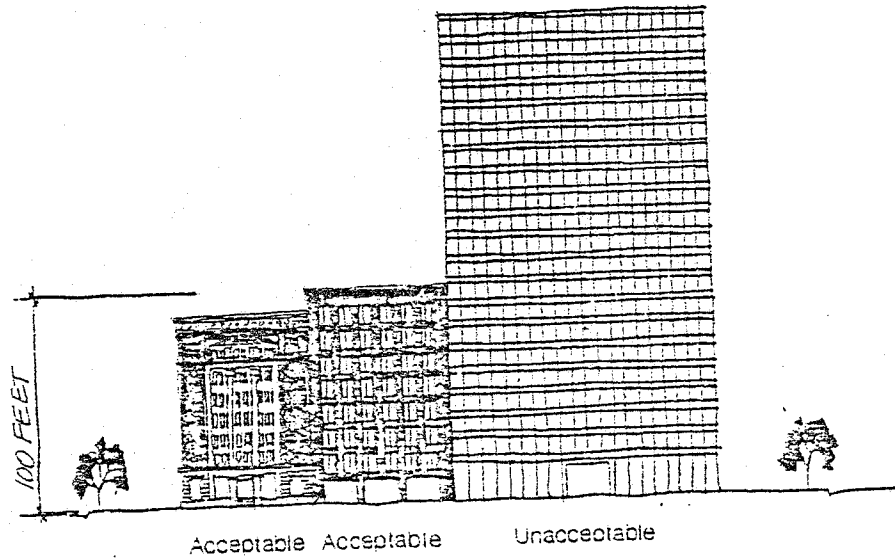
Preservation Criteria

Designated landmark areas are generally distinguished by an overwhelming physical, cultural and/or historic identity. The Westend Area's strong design character and intact condition strongly satisfies the landmark requirements. Preservation criteria enumerated in the Ordinance contain the essential basics necessary to conserve the present warehouse/commercial image while encouraging renovation and new construction. During the preparation of the ordinance, a special task force of the Landmark Preservation Committee was created. Serving on the group were: area property owners, developers, investors, representatives of professional organizations and others working closely with the staff of the Department of Urban Planning. Criteria proposed had to be justifiable on economic as well as aesthetic grounds.

Height

Surveys of the area indicate many buildings to be 2-3 story structures ranging from 25' - 40' in height. The largest building constructed in the

area is eight stories. Preservation of the low-rise, boxy profile of the westend area is the most essential element necessary for maintenance of district unity. Therefore, new construction, additions and alterations cannot exceed 100 feet in height.



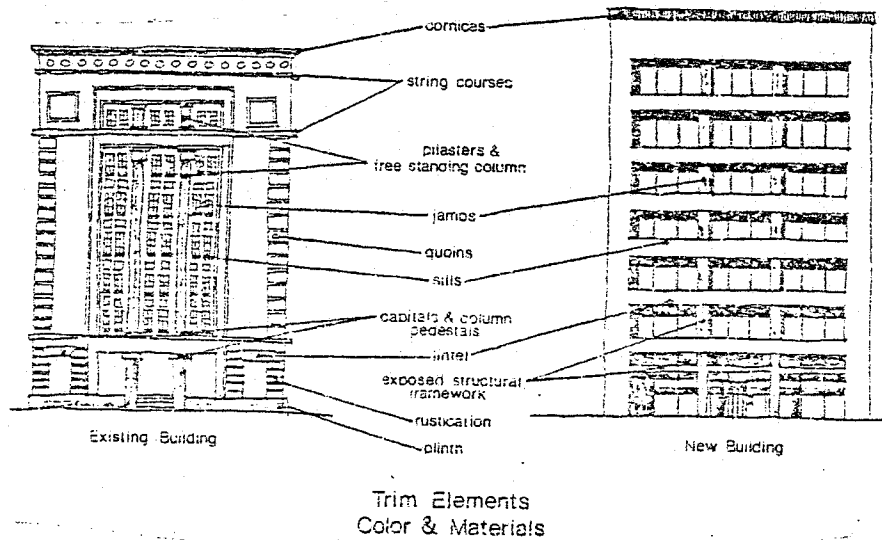
Building Height

Use of Building Materials

Predominant Facade Material - Perhaps the most apparent shared trait found throughout the district is the overwhelming use of brick as the primary building material. Brick--its texture, grain, joint pattern and color ranges--creates a particular quality that cannot be duplicated in other materials. All proposals for new constructions, additions, and alterations will be reviewed and approved, based on the use of brick as the basic facade material (exceptions are possible for non-conforming structures, although brick will be encouraged).

Trim Element Materials - Trim can be considered as detailing to a building's facade plan. Areas of trim, including columns, roof lines, surfaces encircling windows as well as additional elements that may be accentuated

in a building's design, may use a variety of materials to elaborate detailing. Trim material may be any of the following: brick, cast stone, stone, cast iron or concrete.



Window Materials - Only two-way glass may be used in windows. Reflective and spandrel glass (exterior glass used to span area between floors) are considered inappropriate for the locale.

Color

The historic zone is an area of striking color continuity. This can be especially appreciated during the late afternoon hours when the setting sun creates hues and tones reminiscent of a New Mexico mesa scene. Earth tones, reds and bricks are especially apparent.

Serving as an accurate tool to define color, the Munsell System of Color Notation (see, Munsell Book of Color: Neighboring Hues Collection, 1973*) illustrates and describes the full range of color gradients. The system has been in popular use for many years and is a standard reference for

major paint manufactures, scientists and others concerned with accurate color documentation requirements.

Munsell Tables are based on color, value, and chroma (intensity). A sampling of colors, based on the existing range in the district has been compiled and described for predominant and trim colors. Acceptable shades for the predominate area (typically brick) will range from yellows to reds. Trim need not match the predominant colors and may employ shades of whites and greys.

MUNSELL® BOOK OF COLOR

Neighboring Hues Edition - Matte Finish Collection

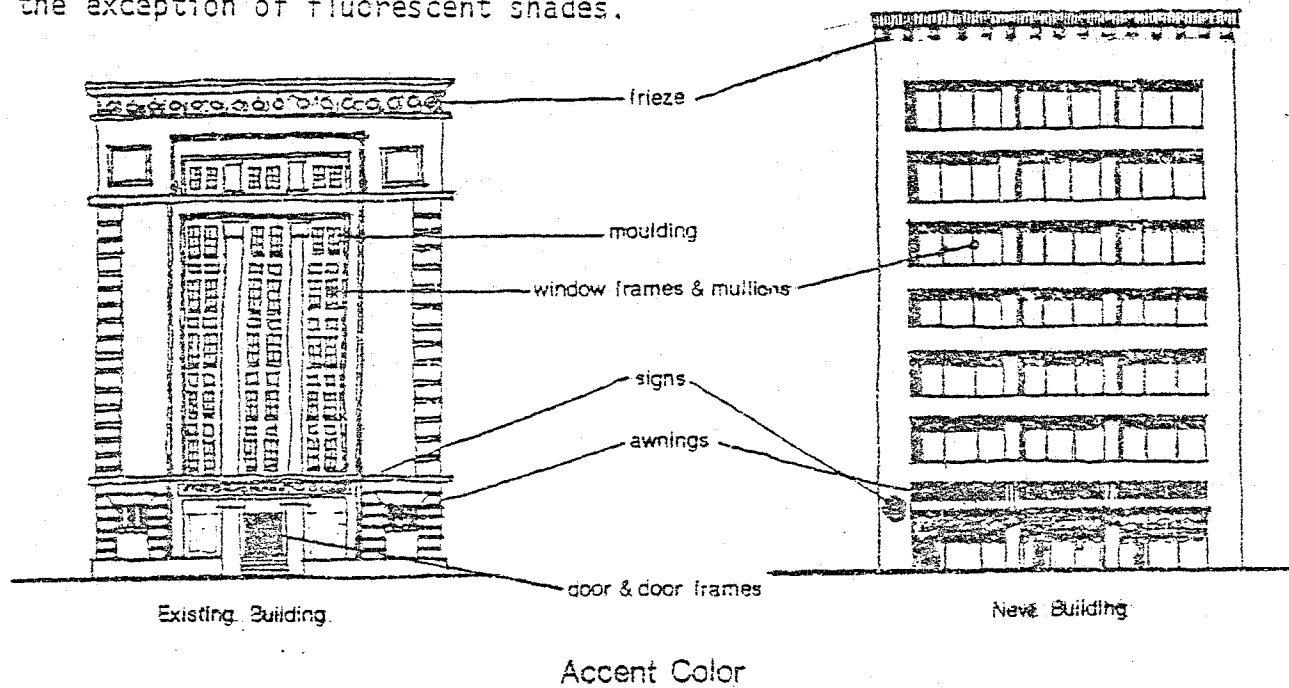
3R

HUE SYMBOL

5 R



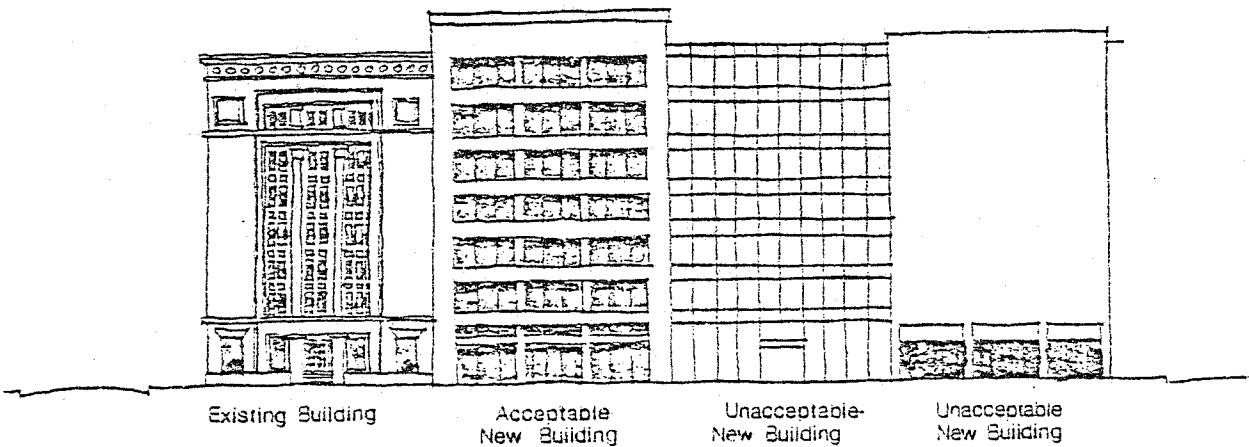
Doors, awnings, signs, window frames and mullions, ornamental moulding and friezes are defined as accent areas and may employ any color application with the exception of fluorescent shades.



Facade Treatment

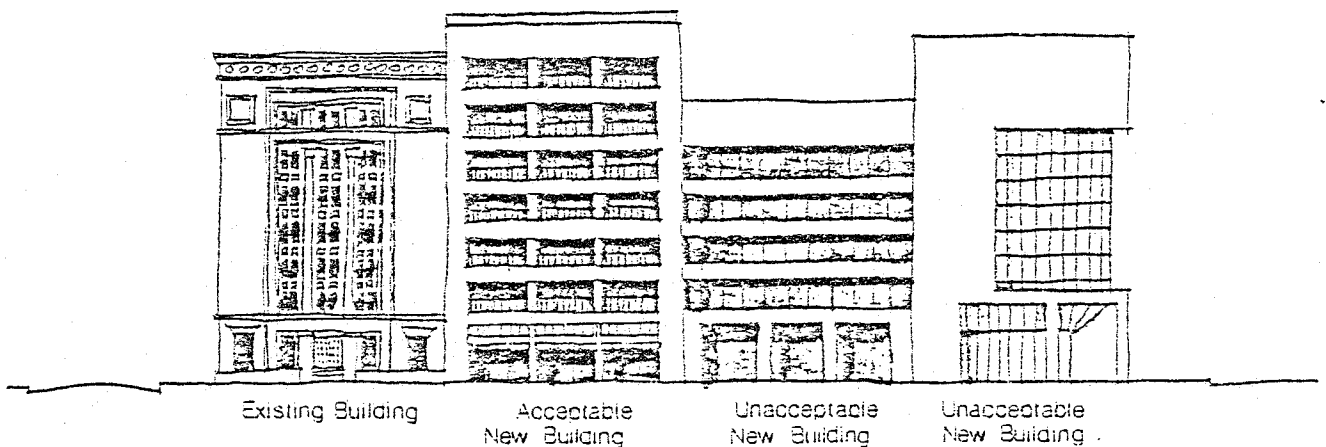
The internal harmony of the locale can be attributed to the unifying treatment given by the developers of the area. Windows of common size, style and placement are much in evidence. An orderly arrangement of openings within each structure is standard. Advances in technology and building techniques allow construction methods that could not be envisaged by these turn-of-the century builders. Encouragement of unique design solutions within an overall framework is both necessary as well as desirable. It is with this intent that consideration is directed to facade appearances, particularly the relationship between solids and voids.

The solid to window ratio requirement, developed as a provision, is designed to discourage both glass as well as monolithic appearing straight brick facades. The amount of area allocated for openings cannot be greater than 50% nor less than 30% of the facade wall.



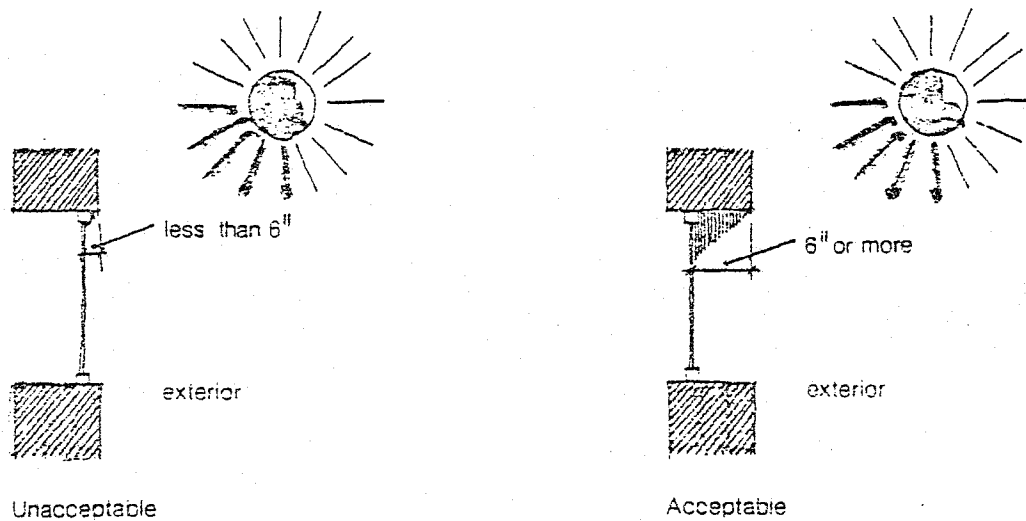
Facade Opening / Wall Ratio

Distribution openings must be in a regular internal pattern providing for vertical and horizontal repetition. This is a very characteristic element of the Chicago School of Architecture and is one of the more subtle but nonetheless critical design arrangements that convey the district's visual cohesiveness.



Distribution of Window Openings

Window Setback - Windows must be set back a minimum of six inches. This will provide facade differentiation and will emphasize openings and wall.



Window Setback

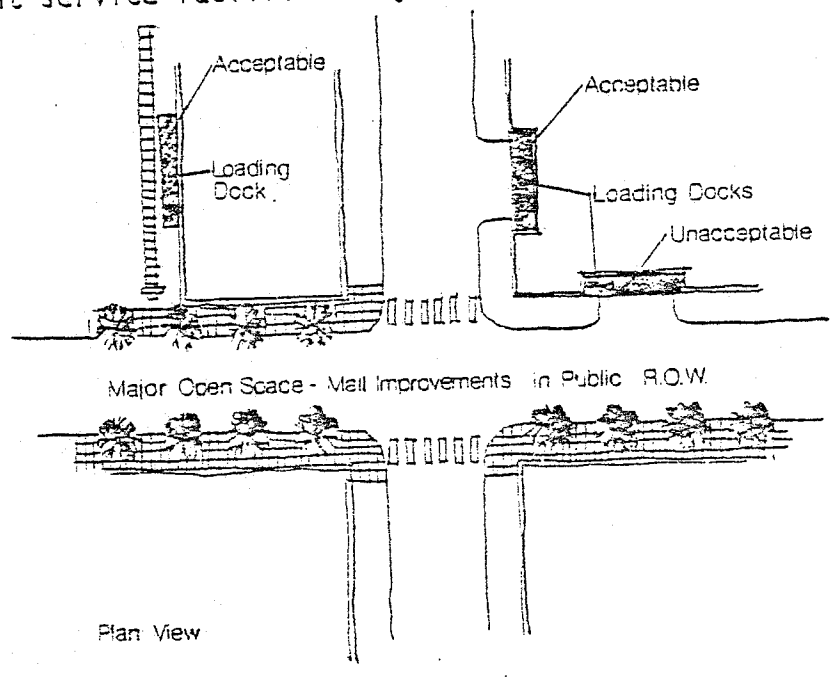
Note: Party walls or interim facades not exposed to public view on public right-of-way are not required to satisfy criteria relating to facade treatment (coverage, distribution, setback).

Site Criteria

Signs - For the present, signage requirements are minimized. When additional activities are generated and a general theme defined, a special sign ordinance may be prepared if owners and developers are agreeable. For now, no sign may extend above the cornice line or the uppermost portion of the facade wall.

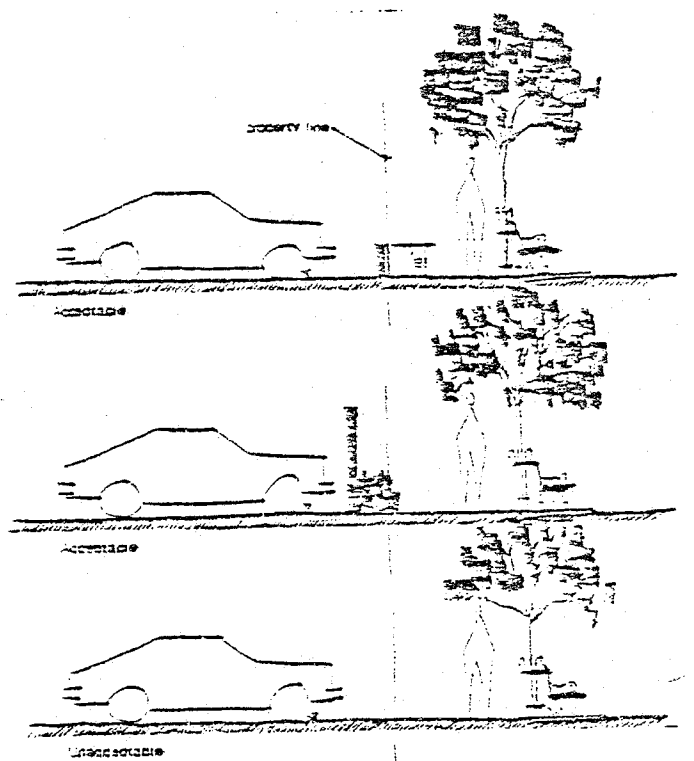
Building Service Facilities - Areas including loading docks, trash and refuse

collection, equipment storage and other services related to the support of an individual building facility cannot be established fronting a designated landscaped open space or mall. In the planning for open spaces, owners will be regularly consulted and efforts will be made to accommodate wherever feasible. Present service facilities may continue uninterrupted use.



Building Service Facilities

Parking Lots - Parking areas adjacent to public rights of way must provide walls of brick or brick-like texture (cast in place concrete) or wood not less than 18" in height to screen and define parking facilities. Walls may be complimented by plantings and shrubs at the discretion of the developer.



EFFECTS OF DESIGNATION

The historic landmark zoning for the Westend area was developed to stimulate orderly growth and development. The specific design criteria enumerated in the previous section define in general terms new and remodeled designs that would be compatible within the existing framework.

The designation status affects the exteriors of buildings only. Interior remodeling and alteration is left solely to the discretion of the individual, providing satisfactory compliance with building and health code requirements. Owners and others contemplating alterations are advised that building permits are required prior to proceeding with the work.

Obtaining Building Permits

Permits are required for most alterations, modifications and reconstruction to structures located within the City of Dallas. Permit review insures compliance with the City's building codes. The review and inspection insures that structures meet minimum safety and health requirements.

Normally building plans and accompanying permit applications are reviewed by several city agencies. Applications are routinely inspected by the Department of Housing and Urban Rehabilitation, the Fire Department and the Department of Public Works. Within designated landmark areas, the Historic Landmark Preservation Committee and Plan Commission must also review applications for work affecting the exterior.

All proposed work including new additions, alterations, new construction,

exterior painting and other modifications that affect the exterior appearance as outlined in the preservation criteria will be reviewed by the Landmark Committee. Issuance of a Certificate of Appropriateness is necessary prior to commencement of work. In the event of a denial of a Certificate of Appropriateness, the applicant may either modify his plans and resubmit or appeal to the City Council.

Generally applications are processed within several weeks, although a complex case involving major remodeling or new construction might take somewhat longer. Applicants are encouraged to consult with the Landmark Committee and staff, prior to submittal of an application.

In summary, the process for receiving a Certificate of Appropriateness and Building Permit is as follows:

1. An applicant considering exterior changes is advised to call the Department of Urban Planning and consult with the staff to arrange a preview of proposed work with the Landmark Committee and staff.
2. Following this session, the applicant should then submit the necessary forms and applications including two copies of all plans, elevations, perspectives, specifications and other documents to the Building Inspection Division, 1500 West Mockingbird Lane along with a permit application.
3. This material will be forwarded to the Department of Urban Planning within 5 days from date of application. An applicant may meet with representatives of the Landmark Committee and

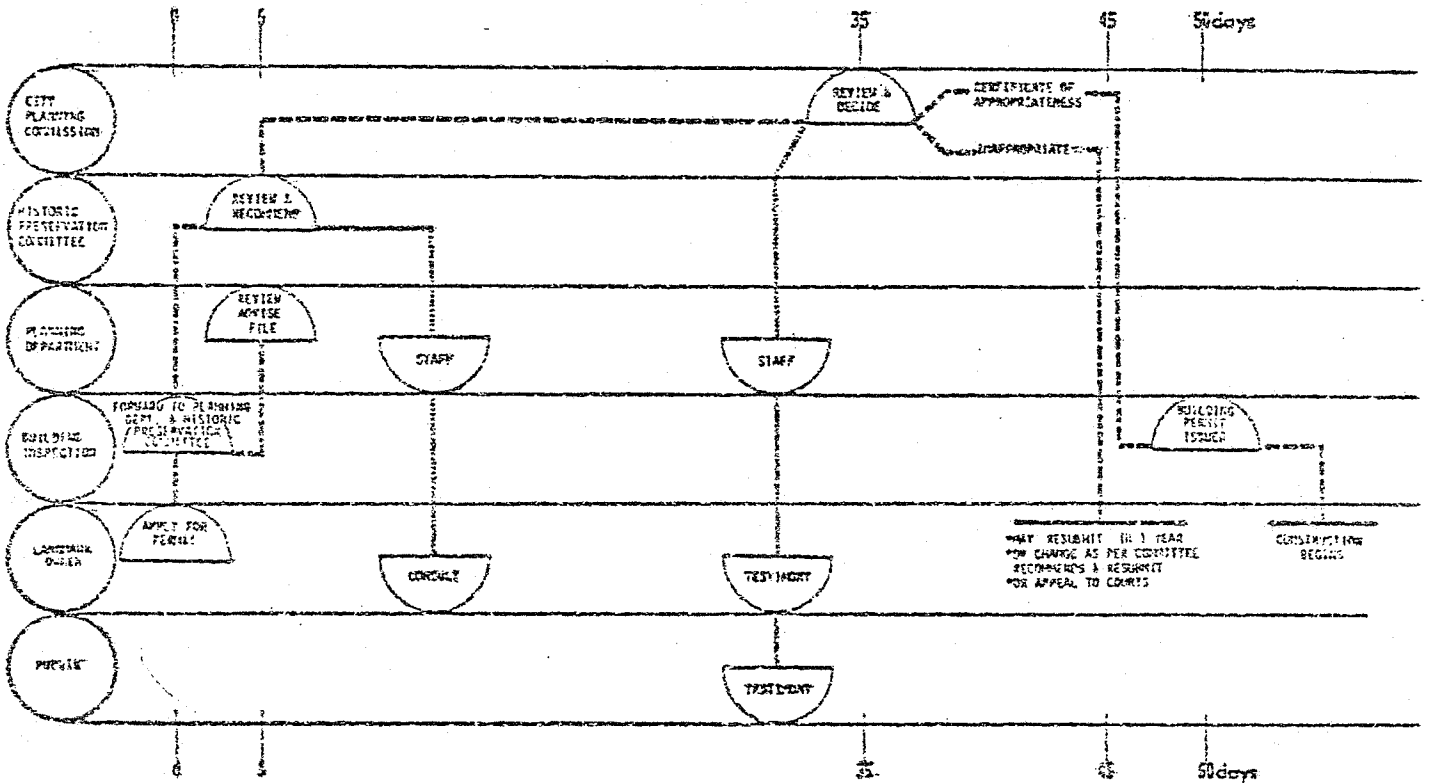
Department of Urban Planning prior to submittal of the application.

4. The Landmark Committee will review all proposed work and determine on the basis of the preservation criteria specified in the Westend Ordinance whether the proposed work is appropriate. If the alteration, modification or new construction will not adversely affect the historic, architectural, archaeological or cultural features of the district, then the Committee will recommend to the City Plan Commission that a Certificate of Appropriateness be issued. The Landmark Committee may issue a Certificate of Appropriateness on matters involving color and painting on the exterior. The Landmark Committee recommends to the City Plan Commission.
 - 5a. If the Certificate of Appropriateness has been issued, notification will be made within ten (10) days to the Building Inspection Division of the Department of Housing and Urban Rehabilitation.
 - 5b. If a Certificate of Appropriateness has been denied the applicant may file an appeal with the Plan Commission within ten (10) days of notification. The appeal will be placed on the agenda for review by the City Council.
6. When a Certificate of Appropriateness has been approved, Building Inspection Division will immediately notify the applicant that a building permit has been issued and work may commence.

The entire process from date of application to notification of action on the building request must be completed within forty-five (45) days. If the

applicant has not received notification within this period, the building permit is automatically issued. Normally the process is completed within a week to ten days from the date of the original application.

Dallas Historic Landmark Program - permit review

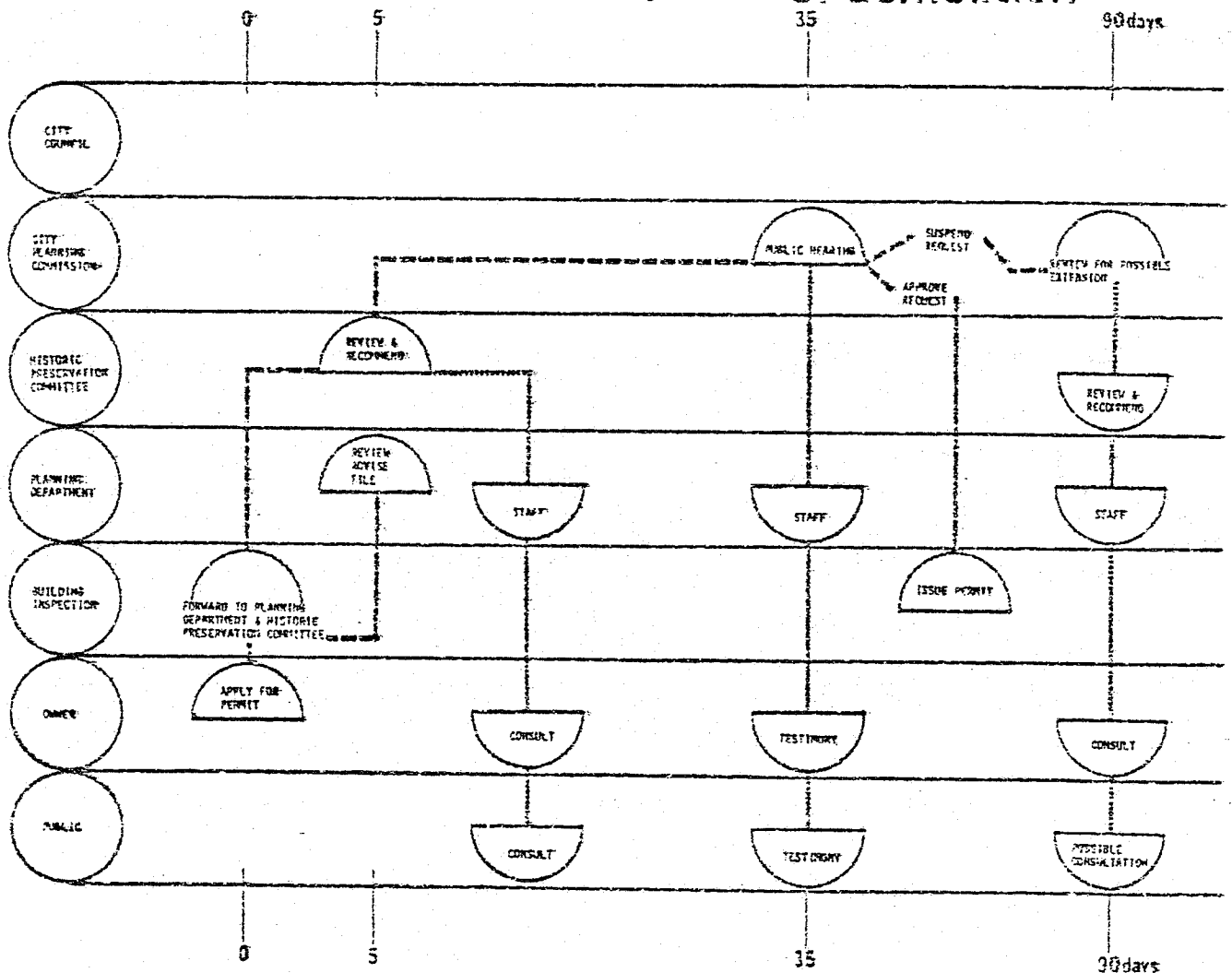


Demolition of a District Structure

If an application has been received by the Building Inspection Division for a demolition permit, the Historic Landmark Committee will be promptly advised. The City Planning Commission will hold a public hearing within thirty days from the date of application. Basis for a decision will be the report of the Landmark Committee as well as a consideration of the state of repair of the building, the cost of restoration or repair, the intrinsic value of the landmark, and the character of the neighborhood.

If the Commission determines that the building may be demolished, the Building Inspection Division is notified and a demolition permit is issued. In the event the Planning Commission determines that the building should not be destroyed, the application may be suspended for a period not to exceed ninety (90) days from the date of the application. During this period, the City Planning Commission may request an extension by the City Council. If the City Council does decide through a public hearing that postponement is necessary, this may be done for an additional period not to exceed one hundred twenty (120) days. If action is not taken within two hundred forty (240) days from the original date of application, the demolition permit is considered issued and valid.

Dallas Historic Landmark Program - review of demolition



PLANNING FOR PUBLIC IMPROVEMENTS

A proposal for the enrichment and revitalization of the district supplements the Westend landmark designation. Through a joint spirit of cooperation between the public and private sectors, improvements in the area can be effected. Financing for public projects will be achieved principally through bond election programs.

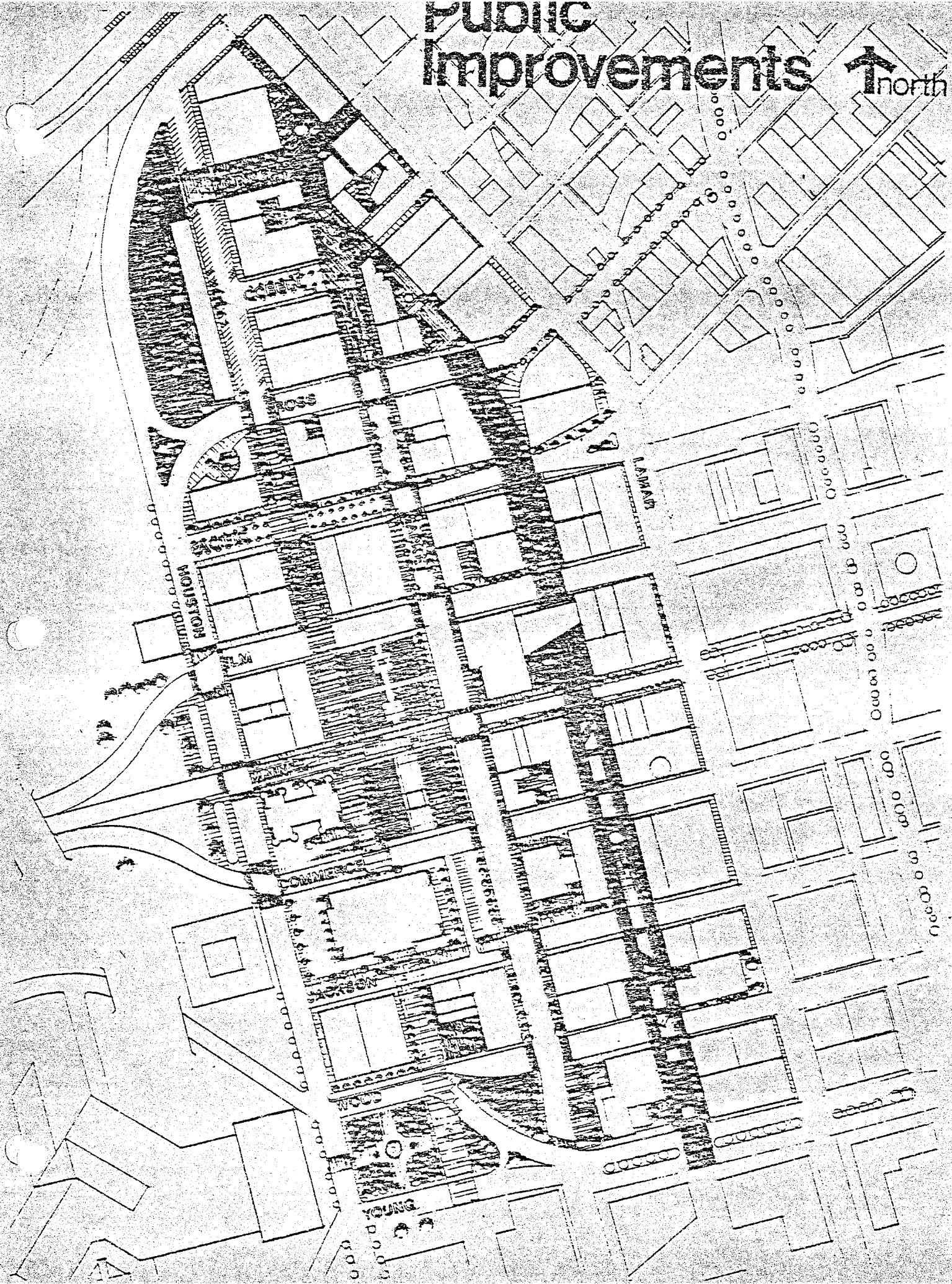
The public improvement program will consist of several stages and elements. A plan will be developed incorporating the existing situation with a workable timetable and priority listing of projects.

Existing problems--the street circulation pattern, inadequate lighting and parking facilities and lack of public amenities will receive immediate consideration.

The following list enumerates items to be considered in this development plan:

1. Streets - closing, widening, resurfacing, etc.
2. Public open spaces - malls, parks, plazas and other public spaces.
3. Street hardware - provision for distinctive street hardware that would be compatible with the area.
4. Lighting - distinctive lighting for streets and other public places to define and identify the area.
5. Transportation facilities - parking facilities, special bus routes from the district to other major points in the downtown area such as major hotels, major department stores, the Convention Center, and the Stemmons facilities. Also there will be

PUBLIC Improvements



BOISTON

LAMAR

YOUNG

provisions for transit stop(s) when a mass transit system is built.

First stage funding will be determined based on overall impact of the improvements as well as a consideration of nodes and facilities prepared for immediate reuse and development.

Planning for the redesign of the area is proceeding at the present time. Staff of the Department of Urban Planning have surveyed the area to determine a basis for a conceptual plan. Approximately one million dollars, approved in the bond election held November, 1975, has been allocated for first phase improvements. Following completion of initial field work, owners will be contacted for review and comment. No public actions will be taken without consultation of affected property owners.

ECONOMIC ADVANTAGES

Recycling buildings for alternate uses is not a new phenomenon. Cities and towns across the country have been doing this for many years. Warehouse buildings, similar in style to those found in the Westend, comprise many of the buildings of the New York University campus. The old Brooklyn Paramount now serves as the Long Island University sports-auditorium complex. A former piano factory in Boston is now an apartment complex. Old warehouses from Boston to San Francisco have been transformed to residences, artists lofts, shops and office space.

Locally, SEDCO Corporation (1901 N. Akard) has had a dramatic visual impact on the downtown area with the striking renovation of the Old Cumberland School for their corporate headquarters. The Old Red Courthouse (Houston at Main) currently serves as office space for County services. The Gran Crystal Palace (2424 Swiss Avenue) and the Old Spaghetti Warehouse (1815 N. Market) are examples of the broad scope of possible reuses for warehouse facilities. Recycling has repeatedly demonstrated its economic validity.

Now there are new incentives for preservation. The New Federal Tax Act (October, 1976) provides for substantial incentives for preservation of certified historic structures that are rehabilitated for commercial purposes. Additionally, inclusion on the National Register of Historic Places provides for eligibility for matching grants for renovation work.

Interested persons are advised to consult with the Dallas Historic Landmark Preservation Committee and Department of Urban Planning for additional sources of funding information, ideas and potential sources of information.

SOURCE MATERIALS

There is a great deal of literature currently available on the subject of recycling. The best beginning point would be to establish contact with the National Trust for Historic Preservation, 740-748 Jackson Place, N.W., Washington, D. C. 20006, (202) 382-3304. This private, nonprofit organization is the only group chartered by Congress for the purpose of promoting the preservation, restoration and recycling of older structures.

The Preservation Bookstore Catalogue lists many standard reference works (discounts are offered to Trust members). Membership in the Trust (\$15 individual; \$25 organizations) provides for the monthly newspaper and quarterly journal.

Specific National Trust Publications of interest include the following:

Preservation & Building Codes - \$4.00

Economic Benefits of Preserving Old Buildings - \$5.50

"New Life for Old Buildings" - Preservation News Supplement, April, 1973

9

Preservation Organizations in Dallas

8

PRESERVATION ORGANIZATIONS

IN

DALLAS, TEXAS

A REPORT BY THE DALLAS HISTORIC LANDMARK PRESERVATION COMMITTEE
AND
THE DEPARTMENT OF URBAN PLANNING

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Oak Lawn Preservation Society

Old Oak Cliff Conservation League

South Blvd./ Park Row Historical Preservation Association

City of Dallas, Department of Urban Planning

Appendix

Preface

Dallas' reputation is in question. The City, known as a modern, even futuristic environment, has suddenly taken stock of its legacy. Groups have formed to study genealogy, history, architectural history and neighborhood development and regrowth by preservation. Much of this activity has occurred recently, within the past five years. The successes have been so dramatic and profound, the general acceptance has been so widespread, that other cities have looked to Dallas' programs as a model.

The function of this report has been to identify the most active local programs, their emphasis and future directions. It is to be hoped that through joint planning and a sharing of knowledge and experiences, all of the groups will be enriched and the common cause better served.

The material was researched through the Information and Education Task Force with Bill Murchison, editorial writer for the Dallas Morning News, providing much of the initial groundwork. The staff of the Department of Urban Planning, assisted with the preparation of the final copy.

Dallas Historic Landmark Preservation Committee

Membership: 15 persons appointed for 2-year terms by City Plan Commission
Meetings: Second Tuesday of each month, Department of Urban Planning
Conference Room

Purpose

The Dallas Historic Landmark Preservation Committee was created under terms of the 1973 Historic Landmark Preservation Ordinance. It is the city's official planning, supervising, and coordinating agency for preservation activities and serves as the recommending body to the City Plan Commission on matters pertaining to designations and building permits affecting exteriors for designated properties.

Past Activities

A major function is the identification of historic buildings and sites for possible designation as landmarks. To this end, Professor Blake Alexander of the University of Texas School of Architecture was obtained to survey potential landmarks. The citywide inventory and analysis was completed in 1975. The committee used Alexander's findings to recommend that the City Council officially designate Swiss Avenue, Westend, South Boulevard as districts and Trinity Methodist Church, Union Terminal, Old Tige Fire Museum, and Federal Reserve as landmarks-- recommendations the Council accepted.

A prime objective prior to designation is to secure the concurrence of owners in having their properties made protected landmarks. Recommendations for historic designation go first to the City Plan Commission, then to the City Council for final approval.

Current Activities

Besides identifying landmarks, the committee passes on the appropriateness of architectural changes proposed by owners of landmarks. This task has chiefly involved members of a specially formed group, the Design Task Force, composed of architect (s), landscape architects, a designer and residential representatives. Design criteria are formulated in each specific designated ordinance. About 95 percent of requests for modifications are routinely approved, often with design suggestions that improve the original application.

Organization

The framework to work under and in cooperation with the landmark preservation committee are three (to date) task forces--on information and education, Design Review and the Landmarks Survey Task Force. Membership is drawn from both within and without the parent committee.

Members

Seated on the landmark preservation committee itself are representatives of various preservation groups, and the following professions: architectural, real estate, planning, historic, and landscape architecture. Representatives of

the city government serving in an ex-officio capacity include the Park Department, Department of Housing, and the Planning Department (the latter department serves as staff to the Committee.

Publications

A monthly report, consisting of the minutes of the regular meetings of the Committee are distributed to all of the preservation organizations. Additional publications and informational brochures are prepared by the Department of Urban Planning.

Dallas County Historical Commission

Membership: 35 members, appointed for 2-year terms by Dallas County Commissioners Court.

Meetings: 1st Thursday of the month, various locations.

History & Scope

The Dallas County Historical Commission is an arm of the Texas Historical Commission, the official state agency for historical preservation. Until 1975, both the state group and the various county groups functioning under it were known as "historical survey committees." Their names were changed by act of the 63rd legislature. Historical survey committees, charged with locating and identifying historical buildings, sites, and memorabilia, functioned under terms of state laws passed in 1953, 1959, 1963 and 1973.

Responsibilities

The historical commissions that supersede the survey committees enjoy broader and more extensive powers. Besides seeking out historical locations--on a continuing basis, as the law now provides--they are empowered to recommend acquisition of historical properties, to prepare and publish county histories, and to manage and operate county museums.

Current Activities

The Dallas County Historical Commission thus is responsible for the Texas Historical Marker Program in Dallas County. It considers applications from parties who wish specific buildings to be designated as Recorded Texas Historic Landmarks, a status that entitles the building to legal protection and to the display of the official Texas Historical Building Medallion. Such applications, if approved by the county commission, are sent to the state commission for final judgment.

The county commission is presently compiling a history of Dallas County and organizing a survey of historic structures for the state commission. A related project, undertaken in conjunction with the Bicentennial, is the publication of a Dallas County Historical Trails Map, pinpointing various historical sites in Dallas. The maps are sold at Old City Park and other locations for a nominal sum. The project is the first such effort ever undertaken in Dallas County.

Future Projects

For purposes of coordination and information exchange, the commission sponsors a Presidents' Advisory Council, composed of presidents or representatives of all historical and preservation-oriented groups in the county. The commission hopes thereby to make it possible for the different groups to become acquainted with each other's activities.

Publications

An official newsletter, "The County Chronicle", carries news of various organizations and notices of commission

meetings, which are open to the public. The news-letter appears to be the single most comprehensive source of news about preservation and historical-geneological activities.

Dallas County Heritage Society, Inc.

Membership: About 2,000

Meetings: Monthly board meetings, various locations.

Purpose

The Dallas County Heritage Society established and continues to maintain Old City Park and the 16 historic structures located there. It is a completely autonomous body, responsible to no agency of the city or state government, although it cooperates closely with both official and other private preservation groups.

History

Old City Park, (1717 Gano Street) is the site of the first Dallas park, laid out a century ago. The Heritage Society's connection with it began in 1966, when the newly formed organization received permission from the Dallas Park Board to relocate there the antebellum mansion, Millermore. The society was organized specifically to save and restore Millermore.

Projects

Since then, the group has located and brought to Old City Park enough structures to restage a community of the late 19th and early 20th centuries. Besides Millermore, the restorations include the Miller Cabin (1847), a bandstand (1880 style), a drummers hotel (1898), a railroad depot (1886), the Gano House (c. 1856), a log playhouse (1900), a barn (pre-1900), a railroad section house (1880), a windmill (c. 1871), the Brent Place (1887), a general store (1904), the Fisher Road House (1895), the Lively Cabin (1854), the Renner School (c. 1888), and a doctor's office and apothecary shop (1890). Some 30 buildings will be located at the site when the park is completed.

Current Activities

The Heritage Society, with a corps of approximately 300 volunteer docents, provides guided tours of the park Tuesdays through Fridays from 10 to 4 and Saturdays and Sundays from 1:30 to 4:30. The Brent Place is available on a limited basis for catered affairs and provides daily luncheons.

In addition to its docents, the park is staffed by a fulltime curator and an assistant curator. A fulltime director heads the society itself.

Publications

The publications of the Heritage Society include the quarterly newsletter Heritage News and the monthly periodical, designed particularly for the docents serving in the Park, entitled, Gazette.

Office

The address of City Park is 1717 Gano, Dallas, 75215
Phone - 421-5141.

Historic Preservation League, Inc.

Membership: Approximately 600.

Meetings: Board Meetings, 4th Tuesday of each month

Purpose

The Historic Preservation League is perhaps one of the most active groups of its kind in Dallas. Organized in order to gain the designation of Swiss Avenue as a historic district, the League has since broadened the scope of its activities, though its primary concern is the preservation of Old East Dallas and more recently the downtown area.

History

The League was founded by a small group of Swiss Avenue residents in 1972 and was incorporated not long afterwards as a nonprofit organization. It succeeded in 1973 in persuading the City Council to protect the area from Fitzhugh on Swiss and Glendale on Bryan Parkway to LaVista by creating the Swiss Avenue Historic District, Dallas' first historic district.

The League has continued to promote and coordinate the preservation of Swiss. At the same time, it has extended its cooperation and expertise to preservation groups outside the historic area. It helped in 1974 to save the Old Lakewood Library from destruction and wrote a brochure that was helpful in promoting the preservation of Trinity Methodist Church. The League has sponsored a number of workshops that explain the techniques of renovating an old home.

Activities

The League sponsors a spring tour of East Dallas, especially Swiss Avenue, homes and cosponsors with the Old Oak Cliff Conservation League and the Oak Lawn Preservation Society, the fall Urban Pioneer Tour of homes and other buildings in various stages of restoration.

Hoping to generate interest in the revitalization of Downtown Dallas, the HPL has helped bring to Dallas for special programs noted speakers on preservation such as Arthur Skolnick of Seattle.

The League, in 1976, undertook a major continuing project-- a revolving fund for the purchase and restoration of decaying properties in Lower Mungler Place, between Gaston and Columbia and Fitzhugh as far as Henderson. Money from the Historic Dallas Fund, half of which comes from the National Trust for Historic Preservation, will be used to purchase homes that will then be resold, the proceeds to be plowed into still other purchases. As funds permit, additional project areas will be designated in other parts of the city. Prime targets will be areas in Oak Lawn, South Dallas, and Oak Cliff.

Office

The League maintains an office at 2013 Kidwell, open 9:30 to 2:30 weekdays.

Publications

Publications of the league include The Communicator (a quarterly newsletter), the Munger Place Occasional (dealing generally with the Swiss Avenue Historic District and appearing at appropriate occasions) and a number of informational packets and brochures.

Historic Resources Committee - Dallas Chapter American Institute of Architects

Membership: 17 members

Meetings: First Wednesday of the month.

Purpose

The Historic Resources Committee of the AIA provides both leadership and professional expertise to preservation planners. It was founded in 1971 in order to provide a formal outlet for the AIA's longstanding interest in and concern for Dallas' architectural heritage.

Past Activities

AIA published a brochure documenting the transition of the Trinity Methodist Church to the Trinity Center of Music with illustrations and a brief biography of its architect.

In 1976 AIA jointly sponsored with the Historic Preservation League proposals to restore and recycle the Wilson Building, gathered for the HPL information on the three ET Centro College buildings threatened with demolition, and prepared for the 1976 AIA convention in Philadelphia an exhibit concerning Dallas since its founding.

The Committee's policy is to work with like-minded community groups, providing special skills and knowledge that otherwise would be lacking. They solicit information on the activities of all preservation groups in the city and offer assistance where appropriate.

Current Activities

At the same time, the AIA cooperates with non-preservation groups in the interest of preservation. It will publish a biography of the noted Dallas architect of the 1920's and '30's, Dave Williams, written by Mickey McCarthy of SMU with AIA assistance.

Future Activities

The committee plans to gather oral biographical information on significant Dallas architects and possibly deposit the tapes with the Dallas Public Library for public use. It plans also to contribute to the library's archives documents concerning important local buildings and the work of prominent local architects.

MIDTOWN PARK NEIGHBORHOOD ASSOCIATION

Membership: Approximately 60 families (residents, landowners and tenants).
Meetings: Trinity Church, Pearl at McKinney on the 2nd Tuesday of each month at 6:30 p.m.

Purpose

The Midtown Park Neighborhood Association is concerned with maintaining and improving the diverse character and quality of life in the 150 acre neighborhood popularly referred to as the Quadrangle. By focusing neighborhood concerns and providing a vehicle for communication with the City government as well as other organizations with similar objectives, Midtown Park serves to crystalize issues and offer alternatives for action oriented programs. Additional goals include the promotion of merchant and cultural and recreational activities, the annual neighborhood celebration and the initiation of a comprehensive neighborhood conservation district plan.

Activities

In the short period since the organization's formation, perhaps the group's most significant contribution has been to promote a feeling of neighborhood through increased friendships and communications among the area's residents and business people. The initiation of a comprehensive balanced program for community growth and redevelopment encouraging preservation, conservation and sensitive new construction are principle objectives, as the Midtown Park looks to its future.

Publications

The Association has a newsletter (the Grapevine) that appears periodically. A marketing report, Neighborhood Attitude and Market Survey, was prepared in 1976. Additional maps and brochures describing the neighborhood have been prepared.

Office

The Midtown Park Association is located at 2800 Routh Street, Suite 205-B, Dallas, 75201.

Oak Lawn Preservation Society

Membership: Approximately 150 members.

Meetings: No regular meetings

Purpose

The Oak Lawn Preservation Society was founded in May, 1973 through the merger of half a dozen neighborhood conservation groups in the Cedar Springs-Oak Lawn-Turtle Creek-Fairmont area. By "Oak Lawn," the society understands the area from Woodall Rogers Freeway northward along Harry Hines Boulevard to Mockingbird Lane, thence to Central Expressway along a route bordering the Park Cities. The society emphasizes development, both commercial and residential, as well as conservation.

The society has been highly visible and active throughout its existence. It aims at promoting the growth and conservation of livable neighborhoods closely linked to vital shopping areas. To this end, it has engaged in traffic control, workshops, and legal action.

The traffic control project involves Perry Heights, the area's only remaining intact single family neighborhood, where the society succeeded in persuading the city to place permanent barricades, thus diverting cars to other routes. Previously the traffic count in Perry Heights had been three times as heavy as the maximum feasible determined in a city study.

Activities The society is the principal litigant in a suit to stop the county from operating Woodlawn Hospital, on Maple Avenue, as a minimum security jail. The society contends that use of the site as a jail is unlawful and harmful to the neighborhood.

The society actively cooperates with other preservation groups in various projects. It is cooperating with the Department of Urban Planning in a study of the area. It has helped to plan and carry out various workshops on conservation and preservation themes. Along with the Historic Preservation League, Inc., and the Old Oak Cliff Conservation League, it sponsors the annual Urban Pioneer Tour of restored and/or revitalized homes and buildings.

Other
Interests

The Preservation Society, because of Oak Lawn's proximity to downtown, has interested itself in the movement to revitalize the Central Business District. Another community resource the society considers valuable is Lee Park.

Old Oak Cliff Conservation League

Membership: Approximately 50 families

Meetings: Monthly board meetings and periodic meetings of general membership when a special program has been scheduled.

History

The Old Oak Cliff Conservation League was founded in July, 1974, and chartered as a nonprofit organization the following December. Its founding arose from concern among residents of Winnetka Heights, a residential area of approximately 56 square blocks platted in 1908, regarding inner-city decay, as well as from their belief that the neighborhood represents a style and way of life characteristic of middle and upper-middle income areas in early 20th century Dallas.

Purpose

The league's stated goals are to preserve the neighborhood's environmental characteristics, instill community pride and control physical deterioration, to quicken public perception of the benefits flowing from neighborhood conservation, and to promote fellowship among the residents.

Past Activities

Principal achievement of the group thus far has been the City Council's enactment of a Planned Development Zoning Ordinance recognizing the character and integrity of Winnetka Heights.

It participated in the 1975 and 1976 Urban Pioneer House tour, which emphasized the opportunities for restoring old homes in inner-city neighborhoods.

Current Activities

The league is presently sponsoring beautification of the park at 10th Street, Windomere, and Jefferson, located in the center of Winnetka Heights.

In the Kings Highway area, north of Winnetka Heights, and to the east, between Jefferson and Davis, league members are endeavoring to talk with property owners regarding neighborhood development. The league envisions the drawing up of a new zoning plan for the area. At the same time, a study is under way to determine where else in Old Oak Cliff similar neighborhood conservation projects might usefully be undertaken. The league's hope is that other Oak Cliff residential neighborhoods might be revitalized, as Winnetka Heights is being revitalized, and thus attract home-buyers to the inner city. In addition, the league is cooperating with other Oak Cliff civic groups in discussion of how to rejuvenate the Jefferson Boulevard shopping district. The League describes Jefferson as one of its major concerns.

Organized with the advice and assistance of the Historical Preservation League, Inc., the Old Oak Cliff Conserva-

Old Oak Cliff Conservation League, Continued

tion League has seated officers of the HPL on its advisory board. It similarly seeks to maintain informal but close connections with other local preservation groups.

South Boulevard/Park Row Historical Preservation Association

Membership: 15 Directors, Approximately 110 Households

Meetings: 4th Tuesday of each month, varying locations

History

The South Boulevard/Park Row Historical Preservation Association was formed in November, 1974, out of concern over the deterioration of the immediate and surrounding neighborhoods. The area, location of many large homes, has always been a very significant minority neighborhood, and was designated a protected historic district by the City Council in August, 1976. The district is bounded by Central Expressway, Oakland Avenue, along South Boulevard and Park Row.

The association conceives of its role as a catalytic agent for the preservation and revitalization of the historic district area. Thus far, it has not attempted to influence development of the surrounding neighborhoods.

Purpose

Many of the association's concerns are practical, everyday ones--such as improvement of streets, alleyways, sidewalks, lighting, and curbs and gutters. In addressing these matters it works closely with the city government.

The association hopes to promote redevelopment of the area by encouraging the utilization of presently vacant lots through the construction of new homes and by relocation of older homes from other parts of the city.

Activities

The association cooperates actively with other preservation groups. South Boulevard/Park Row homes were shown on the 1976 Swiss Avenue tour and will be featured on the 1977 Tour. Association members are also involved in the urban pioneer project, together with the Oak Lawn Historic Preservation League and Oak Cliff groups.

Like other preservation groups, the Association assists prospective homeowners in arranging financing through nearby banks.

The group, working closely with former residents, is compiling a history of the area. Highlighting the project will be a gathering of past and present residents for a neighborhood social.

Publication

A monthly newsletter keeps members of the association informed as to current activities.

City of Dallas, Department of Urban Planning

History

The City historic program has been administrated by the Department of Urban Planning serving the City of Dallas Historic Landmark Preservation Committee. Conceived through the discussions of the first Goals for Dallas Program in 1968, the Urban Design Division of which the historic program is a part, was organized as a section of the Department of Urban Planning. All of the department functions are technical and advisory. It has no policy-making function, but the expertise it furnishes the City Landmark Committee and the Plan Commission provide the basis for major decisions.

The program dates from the enactment of the preservation ordinance in March, 1973 which organized the Landmark Committee and developed the framework for operations. The Department's first activity in the area of historic preservation came about when it assisted residents of the Swiss Avenue area to form the Historic Preservation League, and subsequently worked with the League to preserve the neighborhood as Dallas' first historic district. This was done in July, 1973. Since that time, the department has developed ordinances for two other historic districts, South Boulevard/Park Row and the Westend Historic District as well as several historic sites.

The Department provides staff assistance and advice to the Historic Landmark Preservation Committee, the citizen group formally charged with recommending to the City Plan Commission which buildings are worthy of preservation. The various task forces of the Committee, assisted by additional citizen appointees at the discretion of the Committee, similarly receives staff support and assistance on specific projects, including design review, surveying and preparation of ordinance and development plans, reports, presentations and working with the media.

Activities

The Planning Department collaborates not only with other city departments, but actively seeks neighborhoods and preservation groups that are desirous of assisting with the revitalization or stabilization of their area.

Maintenance and improvement of the physical setting for both districts and sites is another concern of the planning staff. Improvements including street and alley repaving, traffic routing, benches and malls and appropriate street lighting are all considered by the staff. The Akard Street Mall, for example, is one example of the Department's work designed to enhance the milieu of the Federal Reserve Building and the Adolphus Hotel, two buildings listed for designation in the City of Dallas Survey Report (the Federal Reserve has already been cited as a city landmark).

The Department's preservation planner also reviews all buildings slated for demolition by the City. The possibilities for reuse, either through transferal to an alternate site or by salvage of architectural artifacts to be utilized in other structures are considered. In addition to historic preservation, the Department hopes to assist the conservation of neighborhoods that may lack specific historic or architectural merit, but still possess a certain viability of their own. A plan for "Neighborhood Conservation Districts" is currently under preparation for presentation to the City Plan Commission and City Council.

The Department staff also assists the Texas Historic Commission in the preparation of applications for National Register status. The Department sees of its major responsibilities, the coordination of local preservation activities in conjunction with the Landmark Committee to the state and national levels.

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DALLAS HISTORIC LANDMARK SURVEY

RECOMMENDED LANDMARK SITES AND DISTRICTS

Prepared by: Drury Blake Alexander,
Architectural Consultant

For: The City of Dallas
Department of Urban Planning
Historic Landmark Preservation Committee

September, 1974

Note: Citation in this report does not confer official recognition. This report will be studied by the Dallas Historic Landmark Committee and recommendations will be made to the Dallas Plan Commission and City Council at a later date.

Landmark Priority Designation

*** = First Priority

** = Second Priority

* = Third Priority

In drawing up this list of landmarks I have used three priorities to indicate my evaluation of their relative importance. These are to be considered only as recommendations to the Historic Landmarks Committee for their guidance. The final determination whether a building is worthy of the designation "historic" is, of course, the responsibility of the Committee. The use of three priority grades is only an indication of the relative value of each landmark according to my judgment, and is to be used at the discretion of the Committee. After a landmark has been designated, there should be no distinction or priority indication.

It should be understood that no judgment is totally objective; each individual has certain prejudices which affect his decisions. My evaluations, subject to such prejudices, were based on my familiarity with the individual buildings, the information that I have regarding the history of the buildings and those individuals associated with them, and my knowledge of architectural styles. It is my responsibility as consultant architectural historian to recognize and evaluate the importance of a building architecturally, that is as an example of a given style or period, and to determine the building's historic importance in terms of people or events that are associated with the building. The third area of significance, the cultural or social value of the building is more difficult to ascertain. This value may be better assessed by local citizens who are familiar with the popular

sentiment attached to the building. A church, for example, may not be architecturally or historically important, but it may, nevertheless, have great meaning to a minority group or a neighborhood for which it is a symbol of identity.

It would be convenient if we could make a chart listing the criteria with assigned values or points for each and then check off those for which a building qualifies. These would then be added up and the score would determine what the priority of the building should be. This, however, is not possible. It would be soon discovered that a building which everyone recognizes as being of prime importance might come out a poor second to one which had very little popular appeal but qualified in other ways. The criteria are too intangible to lend themselves to a point system of this kind. This is why the final decision must rest in the hands of a committee of citizens serving in the interest of the public.

Although the Historic Landmark Ordinance clearly specifies the criteria to be used in determining a landmark, it is helpful to have some guidelines in establishing priorities. Landmarks and historic sites may be of significance to a neighborhood or district, to the city, or to the nation. They may be important in several ways. They may be important architecturally as examples of a style or period or as examples of exceptionally fine craftsmanship and design. They may be important historically as the site or location of a significant event, or the home or address of an important historical personage. And, they may be important as a locale associated with a segment of the population which is distinctive culturally or racially. Each of the landmarks on this list is in some degree significant to the preservation of

Dallas' cultural and architectural heritage. The priorities are ranked as follows:

First priority - landmarks significant on a national scale

Second priority - landmarks significant to the City of Dallas

Third priority - landmarks significant to a neighborhood or district

Periodically the Committee will be required to issue certificates of appropriateness for certain alterations to the exterior of a designated historic landmark. This requirement will need to be clearly explained to the public in order to overcome the objection that their rights as property owners are not unduly restricted. The question whether they must apply for a certificate every time they need to repaint is frequently raised. With the help of the city attorney or other legal counsel, the Committee should publish a statement designed to allay such fears. In this statement it should be made clear that normal maintenance such as repainting (using the same or similar color scheme), re-roofing, patching, etc., requires no certificate. Likewise, emergency repairs, such as those needed to prevent further damage following a fire, storm, or tornado, should not require a certificate. Any changes, including remodeling, additions, re-landscaping, changing exterior surfaces or materials, and significant changes in color scheme which will affect the architectural character of the exterior of the building must be approved by the Committee and receive a certificate of appropriateness.

Prof. Drury Blake Alexander
School of Architecture
The University of Texas
Austin, Texas

DALLAS HISTORIC LANDMARK SURVEY

***	1.	Adolphus Hotel	1912	1321 Commerce
**	2.	Branden House	1893, 1912, 1923	1435 Cedar Hill
**	3.	Caruth House		7700 Northwest Hwy.
**	4.	Cumberland Hill School	1888	1901 N. Akard
**	5.	Dallas Architectural Club	1923	1711 Live Oak
***	6.	Dallas City Hall	1912	Main & Harwood
**	7.	Dallas Power & Light Bldg.	1930	1506 Commerce
**	8.	Dallas Women's Forum	1906	4607 Ross
*	9.	Elizabeth Chapel	1926	1028 East 10th
**	10.	"El Sibil" (Frank Reaugh Studio)	1928	5th & Crawford
***	11.	Federal Reserve Bank	1921	Akard & Wood
**	12.	Fire Station Museum		3801 Perry
***	13.	First Baptist Church	1891	Ervay & Patterson
***	14.	First Presbyterian Church	1912	Harwood & Wood
***	15.	John A. Gillin House	1958	9400 Rockbrook
**	16.	Higginbotham Bailey Co.		914 Jackson
**	17.	Hodgepodge	c. 1890	2603 Fairmont
*	18.	Hopkins House		1619 Beckley
**	19.	Hord Log Cabin	1845	501 Shelter Place
**	20.	Honest Joe's Pawn Shop		Elm
***	21.	Kalita Humphreys Theater	1959	Turtle Creek
*	22.	The Idle Rich Lounge		1914 Canton
***	23.	Kirby Building	1913	Main & Akard
**	24.	Sheppard King, Sr. House	1925	3417 Gillispie

** 25.	Joe Kovandovitch House	c. 1915	523 Eads
* 26.	Lakewood Library	1937	Lakewood Shopping Center
** 27.	Lone Star Gas Co. Bldg.	1931	301 S. Harwood
*** 28.	Magnolia Bldg.	1921	Akard & Commerce
*** 29.	Majestic Theater	1921	Elm
** 30.	M.K.T. Bldg.	1911	701 Commerce
*** 31.	Neiman Marcus Bldg.	1914	Main & Ervay
* 32.	Ott's Locks		909 Elm
* 33.	R. I, Payne House		4524 Rawlins
*** 34.	Pegasus "The Flying Red Horse		Magnolia Bldg.
** 35.	Sacred Heart Cathedral	1898	Ross & Pearl
*** 36.	Sanger Bros. Department Store	1910	Elm & Lamar
** 37.	Scottish Rite Cathedral	1907	Harwood & Canton
** 38.	Sears Roebuck Club	1913	1409 S. Lamar
*** 39.	Security Mortgage & Trust Bldg.		Austin & Main
* 40.	Sullivan House		S. Akard & Beaumont
** 41.	R. L. Thornton House		6941 Gaston
** 42.	W. S. Trigg House		1503 Junius
*** 43.	Trinity Methodist Church	1903	McKinney & pearl
*** 44.	Union Terminal	1916	Houston & Young
*** 45.	Wilson Building	1902	1621 Main
** 46.	Oak Cliff Viaduct	1912	
** 47.	Dick Forner Farm		Langdon Rd., Rt. 2-406
** 48.	Shingle Style House..		3506 Cedar Springs

** 7.2	R. W. Higginbotham House	1913	5002 Swiss
** 7.3	G. C. Greer House	1916	5439 Swiss
*** 7.4	A. Lewis, G. N. Aldredge	1917	5500 Swiss
** 7.5	W. J. Lang House	1927	5640 Swiss
*** 8. Warehouse District			
* 8.1	Allis Chalmers Co.		
* 8.2	Awalt Furniture Co.		
* 8.3	Southern Supply Warehouse		Market Street
** 9. Wilson Block District			
** 9.1	Frederick L. Wilson House	1896	2922 Swiss

Conservation District Ordinance Proposal

Conservation Trends

Traditionally, concern for conservation has been focused on the conservation of natural resources. This is still a major area of conservation concern; however, the growing attention for environmental quality in the late 60's included an interest for the quality of the built environment and the quality of life within that environment. This general national trend towards conservation is an outgrowth of many factors including the growing concern for the quality of the built environment and the quality of life; the success of historic preservation programs and the failure of urban renewal. Greater public awareness and increased citizen participation has resulted in the growing recognition of the broad range of threats to neighborhoods that require expanded use of special districts, flexible regulations, design review and citizen involvement process.

Conservation trends in Dallas have developed as an extension of the Department of Urban Planning's work in historic preservation and its response to citizen request for conservation assistance to fill the gap between historic preservation and rehabilitation programs.

Conservation District Zoning

Conservation District Zoning can be generally defined as a zoning technique that addresses issues involving the protection of desirable, existing neighborhoods from haphazard developmental impacts. It directly addresses the problems of an area's future by stating public policy to conserve the areas, by identification of boundaries giving positive identification, by

stabilizing and controlling the process of change. It controls the intrusion of undesirable uses and the intrusion of undesirable use characteristics, such as the amount of traffic generated, intensity of use and density. Also, it controls the intrusion of undesirable design features such as incompatible height, bulk, setback, color, material and design.

Conservation District Zoning differs from a Planned Development District Zoning in that the objective of a Planned Development is to allow more flexibility in planning and development of projects primarily related to raw land Development. There are constraints on the amount of flexibility possible in P. D.'s; P. D.'s do not provide for review of development activities and architectural design related to renovation, alteration or redevelopment and does not provide for citizen participation.

Conservation District Zoning differs from Historic Preservation Zoning in that the objective of Historic Preservation is the preservation of areas and sites with historic value, with criteria that must be met to designate a site or district. The benefits of historic preservation goes to all citizens; while conservation more directly benefits area residents.

Conservation District Zoning is designed for areas worthy of saving, valued by the neighborhood or the community; not for the renewal of deteriorating or deteriorated neighborhoods. Many of these areas would be threatened to the point that they may cease to exist or their essential character may cease. A broad range of threats may require a full range of conservation strategies with the Conservation District Zoning being only one strategy.

The Proposed Conservation District Zoning

The Conservation District, if recommended by The City Plan Commission and adopted by the City Council after public hearings, would be a new zoning classification. There would be two types of Conservation Districts: residential/commercial areas and public amenity areas.

In residential and commercial areas the designation process would begin with a resident's petition demonstrating local interest and organization, defining the proposed boundaries and stating the goals, objectives and attributes to be saved. The Department of Urban Planning would then initiate a feasibility study which would determine if the request is in compliance with other City plans and policies and if the area is appropriate for a conservation district. If these criteria are met, it would be recommended that the City Plan Commission and City Council action could establish a district. Each district ordinance would establish a citizen advisory committee.

Public amenity areas would have to have city wide appeal as a public activity center; wide recognition as important to the City's overall quality of life; or provide a desirable and unique function in the City. These would be areas of significant expenditure of public money for economic prosperity and enjoyment of citizens citywide. For public amenity areas, the Department of Urban Planning would identify potential areas. Initiation procedures would be by request of the City Manager, City Plan Commission or City Council. After following the same procedure for establishment of a district in a residential/commercial area, an ordinance would establish a Citywide Review Task Force.

will then be forwarded to City Plan Commission for hearing. Pending Commission endorsement, it will then be presented to the City Council in the form of an amendment to the present zoning ordinance for the creation of a new zoning district classification.

The City Attorney's office has reviewed the basic concepts behind the conservation district proposals, and found the provisions are legally supportable.

Once the new zoning district is created, individual neighborhoods may petition for the possible designation of their area as a conservation district. After a neighborhood study by the City Planning Staff, if conservation is justifiable, a specific ordinance will be drawn for the particular area.

Summary Features of Conservation District Zoning

1. Protective Zoning
2. Applicable to unique areas of the city
3. Provision of flexible regulations, tailored to the specific needs of the area
4. Regulations that directly achieve conservation objectives
5. Regulations of a broad range of potential threats including land use, use of characteristics and design features
6. Provision for citizen participation
7. Provision for review of development actions that can affect conservation

Benefits

The impetus for and the benefit from conservation within residential and commercial areas would relate directly to the area property owners and residents. Public amenity areas would have a city-wide impact. In both types of districts, they would benefit from having a special identity, receiving special consideration for capital improvement, having flexibility in standards and having more investment protection.

Progress Made Thus Far

The proposed concept was presented to the City Plan Commission and its Zoning Ordinance Advisory Committee. They endorsed the concept in general and recommended that the proposal be forwarded to the City Attorney's office for drafting the ordinance. The planning staff has been meeting with the City Attorney's office since then to refine the proposed ordinance. After the attorney's legal draft is completed, it will be returned to the Zoning Ordinance Advisory Committee for review, if approved by the committee. It

CERTIFICATE OF APPROPRIATENESS REVIEW: Historic Site

.....

Case Description

Applicant: _____
Owner: _____
Site location: _____

Filed at Building Inspection: _____
Received at Urban Planning: _____
Final processing deadline: _____

Nature of work: _____

.....

Case Log:

.....

Criteria Affected

.....
Staff Recommendation

.....
HLPC Recommendation

Date: _____

Date: _____

subject to following conditions: _____

Preservation Planner, D.U.P.

Chairman, Swiss Ave. Design Task Force

Asst. Director, D.U.P.

Chairman, H.L.P.C.

.....
Conditions and/or Comments

.....
City Plan Commission

The request for the Certificate of Appropriateness has been reviewed by the City Plan Commission and is:

Date: _____

Chairman, City Plan Commission

.....
Memorandum

The Certificate of Appropriateness has been: _____

To: J. Tom Jones,
Building Inspection

Date: _____

Therefore, please _____
the building permit

Subject to the above conditions: _____

Director, Department of Urban Planning

PRESERVATION CRITERIA ANALYSIS / FIELD STUDY OUTLINE

A. STRUCTURE

1. SURFACE MATERIALS

2. FENESTRATION AND PORTALS

a. style, type

b. o/w ratio

c. rhythms

d. placement

3. TRIM AND DETAILING

a. style

b. unique trim or detailing

c. structural members

4. ROOF

a. style, form

b. slope

c. materials

5. DESIGN CONCEPTS

a. stylistic demands

b. functional concepts

6. UTILITIES

a. design

b. placement

7. SIGNS

a. style, design

b. placement

8. EXTERIOR CONNECTIONS

a. design

b. penetration points

9. INTERIOR SPACES

a. essential features

b. alteration limits

c. lighting

B. SITE

1. PROHIBITED STRUCTURE AREAS

a. approach

b. view corridors

c. site feature protection

d. vertical additions

2. ACCESS/EGRESS

3. ADJACENT R.O.W.'s

a. existing treatment

b. proposed changes

4. LANDSCAPING

a. existing plant removal

b. new plant selection

c. site design

5. SITE FIXTURES

a. furniture

b. sculpture/art

c. paths

d. utility units

e. signs

6. LIGHTING

a. exteriors

b. grounds

C. COLOR

1. SURFACE MATERIALS

2. TRIM AND DETAILING

3. ROOF

4. UTILITIES

5. SIGNS

6. SITE FIXTURES

7. ACCENT COLORS

8. INTERIORS