

WEST END HISTORIC DISTRICT
CITY OF DALLAS



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February 1980

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The Honorable Mayor and City Council
City of Dallas
City Hall
Dallas, Texas 75201

Gentlemen:

The accompanying report presents a Conceptual Plan and Summary Report for the West End Historic District with recommended construction phasing. The report addresses existing conditions and responses to those conditions and provides three recommended plans for phases of improvements. Recommended signage guidelines are also presented.

The First Phase of improvements, along Market Street, is recommended for construction with the monies already allocated for the purpose.

The Intermediate Phase Plan is presented as a possible guide for construction of improvements as monies become available. Many of these recommended improvements can be done independent of other intermediate phase improvements and therefore will not require the lumping of all improvements into one major project.

The Ultimate Plan is conceptual in nature but shows how the District "could" be developed. The economic development within the District should influence the final degree and flexibility of implementation of this Plan.

We certainly appreciate the opportunity to be of service and gratefully acknowledge the cooperation and support that City officials, the Historic Landmark Preservation Committee, the Urban Design Task Force, and property owners within the District have given us during the performance of this portion of the assignment.

Respectfully submitted,

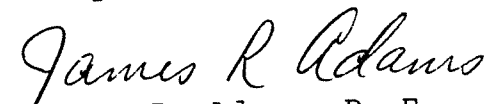

James R. Adams, P. E.
Vice President

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APPROACH STATEMENT

A. APPROACH STATEMENT

The recommendations in this report are to grow out of policy and strategy definitions already identified by the City of Dallas. The work was not to be a speculative or exploratory study effort but rather to result in a focused set of recommendations for specific short-term street improvement projects with already-allocated City funds.

In order that these specific street improvement construction plans be as well related to the overall structure and opportunities of the District as possible, it was decided during contract negotiations between the City and the design consultants that an overall schematic design plan for the entire District precede preparation of specific street improvement plans. This report, therefore, sets forth the consultants' efforts and conclusions regarding the District-wide context for these first phase improvements. It is aimed at achieving maximum effectiveness in the application of public monies towards the goals of renewal in the West End Historic District.

The effort was rooted in a thorough analysis and evaluation of the context and conditions affecting use and development in the District. These included land use and ownership, building character, street, traffic and parking patterns, visual structure, identification of natural sub-units of differing characteristics, and the unique features of the District upon which its special appeal can be built.

Based upon this analysis/evaluation effort, a District-wide Schematic Design Plan, with special emphasis upon the north portion between Elm Street and Munger Avenue, was prepared setting forth a physical design framework. The emphasis was upon District edges, entries and portals, street corridors, and the definition and differentiation of natural sub-unit areas. Special emphasis was placed upon traffic movements and parking in the District area north of Elm Street. Particular attention was given to the

Market Street corridor from Elm to Munger. Certain other portions of the District were also emphasized as to their potential special development and role in the renewal of the District.

Accompanying this plan, a District-wide public land and right-of-way improvement diagram plan has been prepared. This plan calls attention to the many opportunities within the District for streetscape improvements.

Further specific attention was then given to the first phase of improvements on Ross, Market, Corbin, and Record streets in the north portion of the District. Recommendations are expressed in preliminary design form and supported by engineering inputs and construction cost estimates. These constitute the basic core items of recommendation upon which construction documents for street improvements can be based. Construction of improvements is expected to begin in the spring of 1980. Insofar as first phase street improvements on Ross and Market streets are concerned, a clear response has been identified which is in all practical respect consistent with the program of improvements called for in the City's request for proposal excerpted above.

Numerous meetings were held during the course of the work between the consultants and several City of Dallas agencies, the Historic Landmark Preservation Committee, the Urban Design Task Force, and interested property owners in the District. Presentations were given to the City Council and the Parks Board. Certain directions and conclusions were formulated as the work proceeded and was presented in those meetings. These directions are embodied in the recommendations of this report.

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 world-wide 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 excerpt from the "West End Historic District" report, prepared in 1977 by the City of Dallas Department of Urban Planning, is a good summary statement of public policy for the use and development of the West End Historic District. It has guided the recommendations of this report, which is aimed at defining the first public actions toward improvements in the District.



CITY OF DALLAS

Gentlemen:

The City of Dallas invites your firm to submit a written proposal for performance of planning and design services for the first phase of improvements in the Westend Historic District. The consultant service will include the production of design plan, construction document, and construction supervision for the first phase of public improvements in the district.

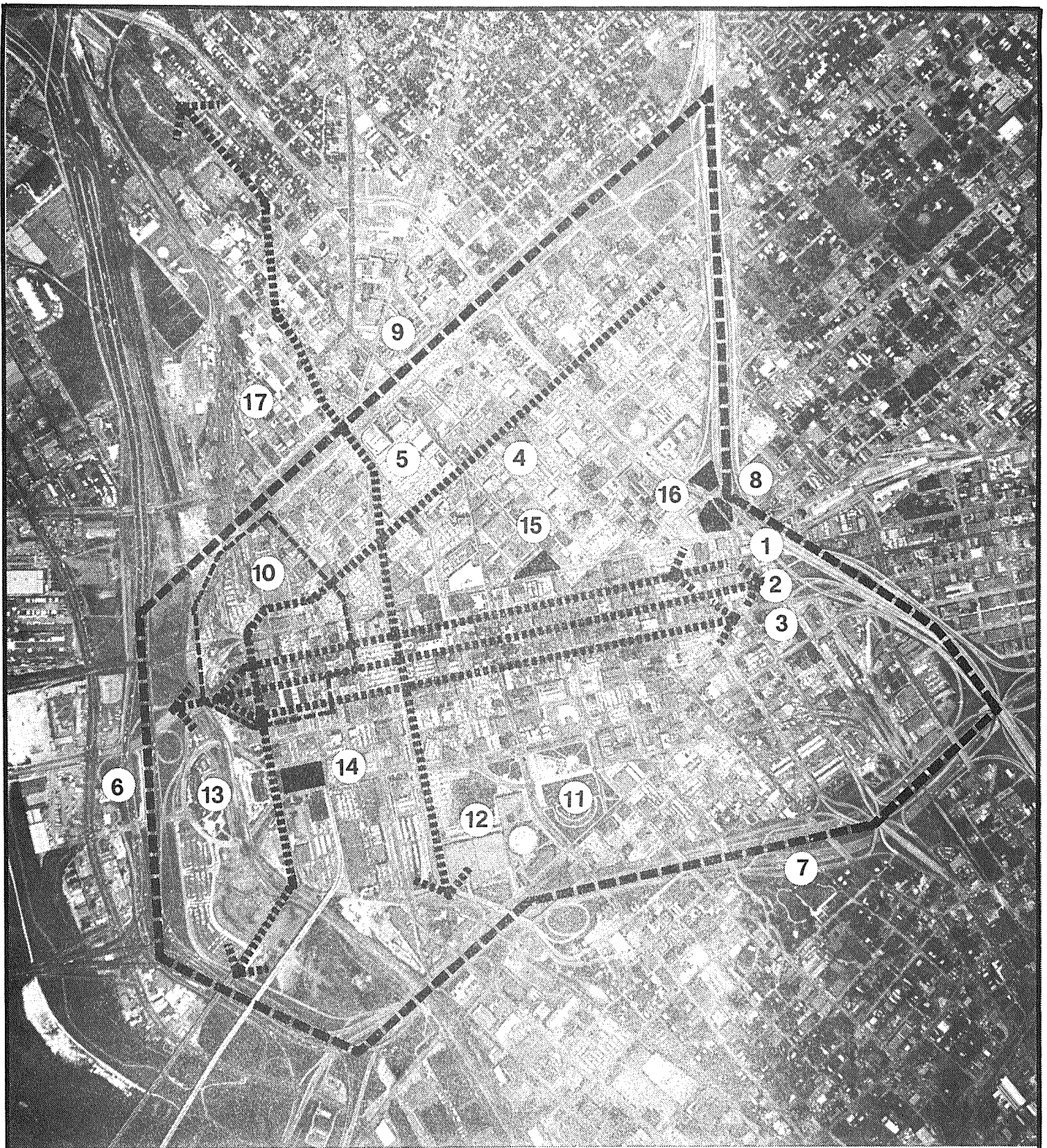
The general objectives of the project are as follows:

1. To analyze, develop and propose a landscape design for the conversion of Market Street, from Munger to Elm, as a partial mall (sidewalks widened and roadway narrowed).
2. To analyze, develop, and propose a landscaping design for the sidewalks along Elm Street from Houston to Lamar.
3. To analyze, develop and propose a lighting plan for the entire Westend Historic District.
4. To analyze, develop and propose signage guidelines for the entire Westend Historic District.
5. To supervise the construction.
6. To perform a post-construction analysis one year after the construction.

The Market Street mall studies shall be undertaken with the partial mall assumed to eventually be transformed into a full pedestrian mall for its full length; the roadway alignments and lane widths in the partial mall to be reviewed and approved by the City of Dallas.

The tasks defined in the above excerpt from the City of Dallas request for proposal was issued in early 1978. Turner Collie & Braden and SWA Group were chosen by the City of Dallas to undertake the work in mid-1978. The two firms combine municipal engineering and urban design capabilities.

STUDY AREA CONTEXT



- | | | | |
|---|------------------------|----|------------------------------|
| 1 | ELM | 10 | WEST END HISTORICAL DISTRICT |
| 2 | MAIN | 11 | CITY HALL |
| 3 | COMMERCE | 12 | CONVENTION CENTER |
| 4 | ROSS | 13 | HYATT REGENCY |
| 5 | GRIFFIN STREET | 14 | FERRIS PLAZA |
| 6 | STEMMONS FREEWAY | 15 | THANKSGIVING SQUARE |
| 7 | R. L. THORNTON FREEWAY | 16 | CARPENTER PLAZA |
| 8 | INTERSTATE 345 | 17 | NORTH END |
| 9 | WOODALL ROGERS FREEWAY | | |



1 MAIN

2 COMMERCE

3 ELM

4 MARKET

5 RECORD

6 LAMAR

7 MKT YARD

8 HOUSTON-ROSS

9 WOODALL ROGERS

10 COUNTY COURTHOUSE

11 EL CENTRO COLLEGE

12 KENNEDY MEMORIAL PLAZA

STUDY AREA CONTEXT

B. STUDY AREA CONTEXT

The West End Historic District embodies a very important part of downtown Dallas. It includes the largest single grouping of public buildings and the greatest amount of open park space in downtown. Together with the rapidly developing Reunion Plaza area adjoining it, it comprises about 20 percent of the downtown core area. More importantly, for purposes of this report, it includes the old Warehouse District where a significant group of turn-of-the-century buildings remain more or less intact.

Downtown Dallas is suddenly breaking out of its linear concentration within the Elm/Main/Commerce axis and is developing its outside flanks, corners, and eastern gateway portal, long a visually "weak" part of town. City Hall, Reunion Plaza, Carpenter Plaza, and Plaza of the Americas are all examples of this new "edge" development. The West End Historic District includes Dealey Plaza, which will probably always provide the symbolic "front door" to downtown, and the Warehouse District which actually forms the northwest corner of downtown. The Warehouse District is strongly defined at its "outside" edges by the MKT rail yard; the Woodall Rogers Freeway; and Lamar Street, a major cross-town arterial.

This strong definition in the Warehouse District enhances the sense of District "place" and will allow and encourage a consistent approach to its preservation, use, and development. An interesting aspect of this strong District integrity, which derives from its older scale of streets and lower buildings as well as its outside edges, is that the newer parts of downtown to the east, with highrise buildings dominating, can be sensed and seen more directly from within the District than from within the center of downtown itself. This is a valuable feature that also works the other way; namely, that the District is experienced from the flanking high-rise buildings and streets as a distinctly contrasting area. This close juxtaposition of dramatically

differing urban environments will add visual appeal and interest to downtown as well as preserve and display, in the Warehouse District, the historic urban origins and roots of the City.

Downtown Dallas has long been characterized by lack of definition at its edges and vast empty spaces within its core. This, as noted above, is changing rapidly for the better. The West End Historic District will play an important role in providing a greater sense of structure, identity, and activity for the entire evolving downtown complex.

STUDY AREA ANALYSIS AND EVALUATION

C. STUDY AREA ANALYSIS AND EVALUATION

SUMMARY OF FINDINGS

The following summary is meant to support the recommendations of the proposed District-wide Schematic Design Plan. It is arranged in a condition/response form as a way to illustrate the main general findings of the analysis/evaluation portion of the work.

1. CONDITION: District Sub-Area Breakdown

There is a basic sub-unit breakdown in the District into a north portion and a south portion, with Elm Street defining the division. The north portion contains the remaining heart of the old Warehouse District. The south portion, as the western anchor of the central downtown area, contains Dealey Plaza as the strongly expressed western gateway portal to downtown, the Dallas County governmental complex, the Kennedy Memorial, the El Centro Community College campus, and the Main/Commerce/Elm downtown arterial street triplet. It is mostly in some form of city or public ownership. It is also the focus of historical (and therefore tourist) interest as the scene of the Kennedy assassination.

RESPONSE: The north portion, as the area displaying more or less intact the historic flavor of the railroads and the old warehouse district, is the main focus of renewal efforts. It is here that building preservation, reuse, and rehabilitation opportunities are centered. The need is to link in a clear and attractive manner these two abutting but clearly different portions of the District so that they support and complement one another. Apart from further development of building and parking facilities by Dallas County at the dividing line between the north and south sections of the District, no large quantities of new construction either of a public or private nature is anticipated in the south

portion. The intense tourist interest in the scene of the Kennedy assassination can be turned towards the railroad-warehouse area.

Effective linkage in the visual/functional sense at the pedestrian scale of the north portion of the District to the Dallas County-El Centro complex and the expanding downtown area east of Lamar is essential to realizing successful renewal in the District.

2. CONDITION: Automobile Movement

Automobile circulation and parking availability in the north portion of the District are problems which must be addressed if the renewal of the District is to succeed. Good automobile accessibility and parking availability are essential. At the same time, visual domination of the District by parked and moving automobiles must be avoided. Fortunately, with the exception of Ross, the north portion of the District, while having major street arterials at its edges, does not now accommodate major through traffic. The warehouse district is now essentially a back "corner" to downtown where its role as a "destination" needs to be maximized. Unfortunately, the greater its role as a "destination" grows, the greater will be the demand for auto access and for parking within or immediately adjacent to it. The realities of Dallas as an automobile dominated and oriented urban center must be recognized, at least until possible new subway or other transportation systems are established.

RESPONSE: Most of the streets within the north portion should remain open as streets. Some minor streets such as portions of Austin, Corbin, or Munger could be closed all or part of the time or converted to parking and service access corridors. A good case exists for the closure at times (weekends, holidays) of Record Street. Market Street

north of Elm, while not a through street, is seen as an essential automobile and service access street to the heart of the Historic District. Its closure in the near-term future does not seem possible given the building and activity patterns which exist.

As to Houston/Ross, present traffic on Ross entering the District at Lamar is limited to two lanes maximum. Automobiles turning off of Lamar onto Ross do not increase the basic requirement for two lanes westbound on Ross. Although the Dallas Central Business District Streets and Vehicular Circulation Plan projects Ross as a one-way, four-lane, westbound part of the Ross/San Jacinto couplet, it is essential from the West End District's standpoint that it not be bisected by a four-lane, one-way major throughfare which will restrict circulation and detract from the pedestrian flavor the City desires to create within the District.

The Streets and Vehicular Circulation Plan also projects Lamar to be part of the outer loop (or ring road system) for the Central Business District. Lamar is projected to be three lanes northbound and three lanes southbound. When the loop system is completed it will provide flexibility for diversion of flow to the north or south for two lanes of traffic from Ross onto Lamar, with cross connections available for southbound traffic between Lamar and Houston via Elm, Jackson, and Young streets. By this proposed diversion, the future flow of traffic through the District can increase to two fully utilized westbound lanes (which is not presently the case), while still facilitating two eastbound lanes for circulation and the pedestrian-oriented environment within the District.

Record Street, while needing to remain open for local service during normal working hours, is the most amenable to closure;

partial at first, perhaps completely at a later time when reuse of the buildings along it is accomplished.

3. CONDITION: Parking Shortage

There is now a real shortage of parking within or conveniently available to the District. This is especially true on week-days, less true on evenings and weekends. If the activities within the District are to expand on the scale and range anticipated, large increases in the parking inventory must be developed.

RESPONSE: In the immediate future, the existing surface parking inventory, public and private, must be maintained. Reduction of on-street, publicly available spaces should be avoided. All meters in the District will be changed from long term to short term in the first phase to respond to increasing demand. Public parking under the Woodall Rogers Freeway between Record and Lamar and just north of McKinney Street at the north end of Record Street should be developed in the immediate future.

For the medium- and long-term needs of the District, parking garage structures will be necessary in both portions of the District. In the south portion, Dallas County already anticipates building a parking garage under the entire block of the Open Space parcel just north of the Kennedy Memorial between Main and Elm streets. In the north portion, parking structures might be created in the block defined by Market, Munger, Record, and Corbin, and on both sides of Austin Street between Pacific and Houston/Ross. In addition, there is the potential for a substantial increase in the existing parking inventory in the MKT yard through the development of structured parking. Up to 5,000 spaces could be added easily by means of parking garages.

Over the longer term, on-street and other existing surface level parking will tend to be replaced by parking spaces in structures. This will allow greater flexibility in building reuse potential, better incentive for new buildings on now vacant lots used for parking, improved visual appearance, as well as discouraging the reuse or demolition of existing buildings for parking.

4. CONDITION: Future Transportation

Dallas and its downtown are at present heavily automobile-movement oriented. Great attention has been given in recent years to rapid transit systems supplementing and perhaps substantially reducing automobile dependency. One current plan for a downtown subway includes a station at Elm and Austin. Such a station would conveniently serve all parts of the District and allow greater intensity of use and reduced dependence upon automobile movement and storage.

Consideration has been given to a truck terminal access tunnel at this same location, though implementation of the proposal has been delayed and perhaps abandoned by the City.

RESPONSE: Nothing in the way of new construction in the Elm Street right-of-way or on adjoining parcels should jeopardize the construction of the subway or the proposed station. Consideration of truck terminal access location should be shifted to south of Main Street.

Austin Street between Elm and Pacific, as the future focus of the proposed subway station and the existing "off-campus" focus of the El Centro Community College, could become an attractive "mini-mall," capitalizing on its location and on the existing buildings and possible new buildings along it.

Improved bus routes and hop-a-bus service to the District would increase use of the District while not increasing District parking demand.

5. CONDITION: Railroads

The presence of the railroads in the District is as important to its historic character as are the older buildings. While some spurs and sidings have been abandoned, the main MKT yard and the trackage along Pacific Street are active. Whether active rail use will continue over the long term is uncertain, but there are presently no plans for major abandonment of facilities. Rail facilities are entirely confined to the north portion of the District in close association with warehousing activities.

RESPONSE: Exposure to tracks, boxcars, locomotives, and the freight depot in the District should be maintained and even featured in certain ways. The old freight depot, while no longer used for rail-related freight activities, could be used for an exciting variety of new uses while still retaining its railroad flavor. The Pacific Street trackage especially affords an opportunity for visual display of rail activity at the entries to the warehouse district. "Windows" to the freight yards could be maintained at Record and Munger and at Houston/Ross and Record.

6. CONDITION: Old Buildings/New Buildings

The older buildings and activities in the District are, of course, the base upon which its historic significance and display are to be built. Their continued use and preservation, and possible renovation and reuse, are assumed. The introduction of new buildings into the District presents perhaps more difficult problems. The height and architectural expression of new buildings has already been considered by the City and guidelines have been established. The issue

of where new buildings can be located and whether some areas should remain free of buildings, however, needs to be addressed. This issue is connected to the traffic and parking problems of the District as well as to its visual character. Very large additions of new building space in the District, especially in the north old warehouse portion, would seriously threaten the architectural/historical integrity and appeal of the District, especially its hope for a nineteenth century, pedestrian atmosphere.

RESPONSE: Some portions of the District have been indicated (see figure on page 51) as most suitable for structured parking and their development should be encouraged. The portions which have been recommended are now devoted to surface parking or are free of buildings. They should remain surface parking in the near term and be developed into parking structures in the longer term. Commercial and/or office use might be associated with such parking structures at ground level to foster an active ground plane.

Other locations which are now free of buildings might be suitable for new buildings, provided such buildings are in scale with and compatible with existing buildings. There are also locations where a new building might complete a street facade or "fill in" a miscellaneous open parcel of small size.

Some potential exists for demolition of existing buildings which are not historically or architecturally significant. Great care needs to be given to building demolition proposals and to the buildings proposed to replace them. Further demolition of existing buildings to provide new surface parking should especially be avoided.

7. CONDITION: Old Activities/New Activities

This condition is tied somewhat to the one of Old Buildings/ New Buildings. There are remaining in the north portion of the District especially, significant amounts of warehouse and transfer shipment activities requiring and using rail sidings and truck docks. In addition, there are older patterns of office uses and "loft" type light manufacturing and industrial use, often together with direct-sale factory-type low-cost retail outlets.

There have been several significant conversions to date of old buildings to new uses, such as the Allis-Chalmers Building conversion to contemporary professional office suites, the Old City Jail Building conversion to office space, the new coffeehouse-art store conversion at the corner of Elm and Austin across from the El Centro College complex, the MKT office renovation, Oil Well Supply offices, J.F. Kennedy Museum, the El Centro College restoration, the Chicago Style building at Pacific and Record, and the Old County Courthouse restoration in progress. The establishment of the Old Spagetti Warehouse restaurant in an older building on Munger is the most significant conversion to date in terms of drawing people to the District.

RESPONSE: While such conversions of older buildings to new uses is very much in the spirit of the hope for renewal of the District, no overt actions tending to force such changes in use are anticipated in the recommendations of the Schematic Design Plan. In fact, an orderly and natural change of activities has many advantages in terms of historical authenticity and progress continuing to be displayed in the District. This will mean that rail sidings and truck loading docks will remain until the activities requiring them cease. On the other hand, a major new renewal project such as, for

instance, the old freight shed along Record Street may well accelerate changes in use in adjoining buildings as the owners perceive some economic advantage by such change. Whether change is fast or slow, the Schematic Design Plan can focus public actions and responses.

8. CONDITION: Edges, Entries, Linkage

This terminology of edges, entries, and linkage is employed to describe the basic physical identification and boundaries of the District, the perception of entries, and the tying together of its several internal parts. Perimeter identity of the District is strong on some sides, weak or missing on others. The perception of entry is extremely clear at some points, such as Dealey Plaza, and in need of definition at others, such as Ross at Lamar. Linkage across the basic north-south sections of the District is weak and needs more definition, especially at the pedestrian, visual definition level. Numerous view windows exist within the northern area back to the CBD skyline establishing a District context.

RESPONSE: Further edge definition is needed along portions of Lamar and at Houston/Ross from Record to Pacific. The means of definition can range from tree plantings to new buildings, pavement changes, lighting, or portal structures.

Entry development is particularly needed at Lamar and Ross, Lamar and Elm, and Main at Houston. Such devices as special paving, street light expression, signing, new buildings, and street trees can be employed to heighten entry point definitions.

While the definition of the District as a unified area is a goal of this study, the view windows back to the CBD should be maintained wherever possible. This visual connection

reaffirms the historical and functional role the West End has played in the development of Dallas.

Much has been made in this report regarding the need for north-south linkage, especially along Market and Record streets.

Market Street especially, as the focus for first phase street reconstruction, can be specifically developed to make an effective visual/functional link from Commerce all the way to its termination at Munger. The report section covering "Recommended First Phase Improvements" will set forth the means of implementing this important goal.

9. CONDITION: Lighting and Signing

As in other respects in the overall District, there is a strong difference between the north and south portions in regard to existing lighting and signing. In the south portion, dominated as it is by public buildings and open spaces, there is remarkably little signing in the active downtown "commercial" sense. As to street lighting and lighting in the park areas, including Dealey Plaza, the dominant impression is dark to dim. Even on the main downtown Elm, Main, and Commerce arterials, the level of lighting on the ground surface is low, resulting in a generally "dark" look on streets in downtown Dallas.

The lack of nighttime activity in the south portion of the District in particular, and generally in the downtown area, is evidenced by the very little supplemental light coming from the windows and signs of stores, shops, theatres, etc. The overall feeling is a lack of liveliness and excitement.

In the north portion, embodying the old warehouse district, there is even less light. This is to be expected, since the

normal activity of a warehouse area is concentrated during the day with no real need for light at night. Street lighting is rudimentary and almost no supplementary lighting from buildings exists. The northern portion does contain an interesting variety of advertising and identification signing, with the old pattern of painted signs directly on the surface of buildings being the most dominant and reflective of its past. In addition, there are several large roof-top advertising signs as well as a variety of more contemporary window advertising and commercial-type identification signs attached to buildings.

RESPONSE: The lack of advertising-type signs in the predominantly public south portion of the District is probably a visual advantage which should be continued. This lack of commercial signing allows this portion of the District to clearly convey its public open space and historic character with maximum effect. Carefully located, carefully executed informational signing explaining the historic significance of Dealey Plaza and the Kennedy Memorial/Dallas County historical plazas could add greatly to the interest and appeal of this area. A higher level of street lighting, as has been installed in front of the new City Hall, might be considered for Elm, Main, and Commerce streets, not only in the District but for their entire length to the eastern edge of downtown as well. Emphasis upon improved intersection lighting on Houston/Ross, Market, and Lamar streets would be beneficial to safety and visual emphasis upon cross streets.

Since Market Street is seen as the primary "connector" cross street from the south portion into the north portion of the District, an emphasis upon its street lighting is important. The lighting on Market Street as it extends from Commerce to

Elm and northwards on into the old warehouse area might be expressed by entirely different fixtures, perhaps of an older type more historically authentic such as the post top fixtures now existing on Lamar Street between Pacific and McKinney. This interweaving of different street light expression along the cross streets will help to clarify the differences in use and character from one street to another. Improvement of pedestrian-oriented lighting in the open park and plaza areas of the south portion would enhance nighttime use and appeal. The lighting of the Dealey Plaza portal as traffic emerges from the underpass would greatly enhance the impact of this historically important and visually dramatic west entry portal to downtown.

As to signing in the old warehouse area, encouragement should be given to either preserving or emulating as much as possible the older painted-on-wall-surfaces style of advertising and identification. This kind of signing will not, however, be appropriate for many of the new uses expected in the area.

10. CONDITION: Short Term vs. Long Term

The well known dilemma of effectively relating short-term actions to long-term goals is certainly present in the West End Historical District. Since the City of Dallas has committed to spending public money for the immediate improvement of Elm and Market streets for the purpose of furthering renewal in the District, it is important to identify possible conflicts between long term and short term.

For instance, a very important long-term goal of renewal in the District involves the "pedestrianization" of the District by moving away from the visual domination of street pavements, parking lot pavements, and moving and parked automobiles. A very important short-term need is to maintain

and possibly improve existing automobile accessibility and parking availability.

RESPONSE: It appears to be essential, for the successful medium- and long-term development of the District, that immediate substantive action be taken to solely or jointly initiate the development of parking structures in the District. This key action will free up existing parcels of land, ease off-street demand, and generate confidence in lending institutions as to the economic feasibility of adaptive reuse in the District.

The improvement of Market Street as the first public action in the District must not create negative short-term conditions in any of the following respects:

- a. Impede automobile access and circulation to and around the District;
- b. Reduce the existing on-street parking inventory; or
- c. Create a sterile, uninviting-to-pedestrians atmosphere.

Conversely, improvements to Market Street must be compatible with and able to be easily converted to hoped-for long-term conditions when the time arrives. The eventual transformation of such areas as the District are normally done in a sequential series of small steps, which over time result in substantial change. When automobile parking becomes available in centralized structures, it will be possible to make extensive changes in street rights-of-way by eliminating on-street parking and reducing or eliminating through traffic, but not before such structures become available.

11. CONDITION: Public vs. Private

The precise dividing line between public and private interests and actions is not always easy to define. Clearly, city street improvements are public expenditures. Just as clearly,

the rehabilitation of an older building is a private expenditure. There are overlaps, however, when it comes to expenditures in public areas which clearly benefit adjoining private uses or when increased investment and commercial value substantially enhances municipal tax revenues. Leadership in the renewal of the District is seen to lie with the private market, but with help and assistance from the normal City of Dallas governmental powers and responsibilities.

RESPONSE: The City of Dallas should not hesitate to accommodate and express benefits to private owners when undertaking to rebuild, for instance, Market Street, when such accommodation can be done without an increase in normal construction budgets. Perhaps more importantly, the City should investigate the feasibility of developing a mechanism through which it might take a leadership role in identifying methods for the provision of parking structures in the District which will allow the kind of longer-term changes defined for the District. Close and cordial relationships between property owners and entrepreneurs in the District and the City, while clearly separating public and private interests, will greatly enhance successful renewal. Areas within the District which are utilized on a "City-wide" basis such as the Houston/Ross, Elm, Main, Commerce, and Lamar rights-of-way, and the Kennedy Memorial open space area, could be improved in the short term with a lasting benefit to the City at large.

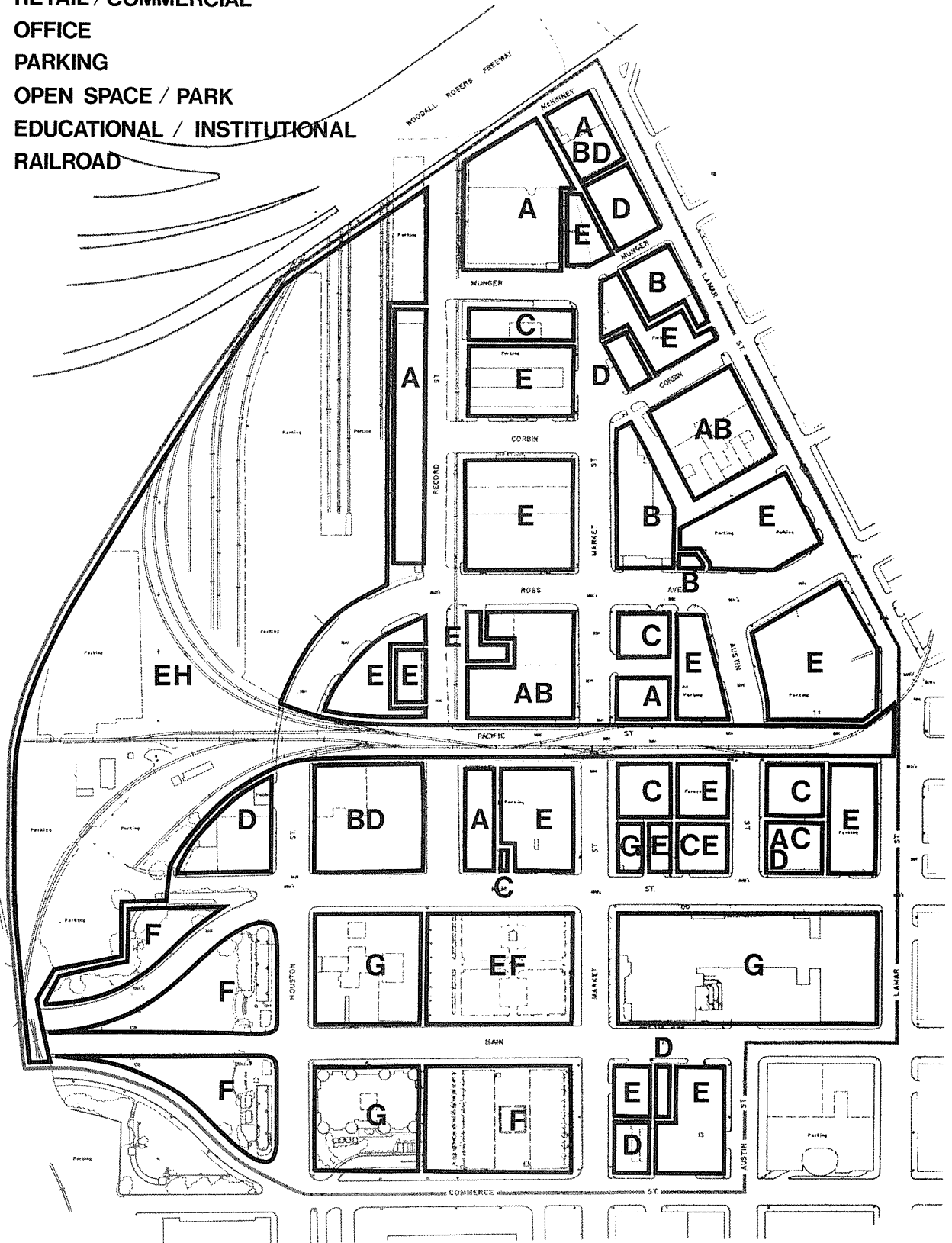
MAJOR RECOMMENDATIONS

1. Establish effective visual and functional linkage between the north and south subareas in the District.
2. Define edges, entries, and interior/exterior linkages in the District through physical development.
3. Identify and differentiate street function and use through street lighting.

4. Establish Houston/Ross as two way between Lamar and Elm. Encourage traffic flexibility while allowing for possible future street closures, either temporary or permanent.
5. Maintain and improve, if possible, the existing on-street parking inventory while encouraging parking structure construction.
6. Maintain right-of-way for proposed subway and station and improve bus service to and within District.
7. Preserve visual and functional relationship to railroad.
8. Designate land areas suitable for new buildings and encourage uses compatible with long-term District goals on a parcel-by-parcel basis.
9. Support a natural free-market transition to revitalization through public action and policy in public areas.

LEGEND

- A WAREHOUSE
- B MANUFACTURING
- C RETAIL / COMMERCIAL
- D OFFICE
- E PARKING
- F OPEN SPACE / PARK
- G EDUCATIONAL / INSTITUTIONAL
- H RAILROAD

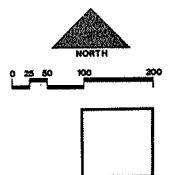


EXISTING LAND USE

WEST END HISTORICAL DISTRICT

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 DALLAS
 SWA GROUP
 HOUSTON

TEXAS
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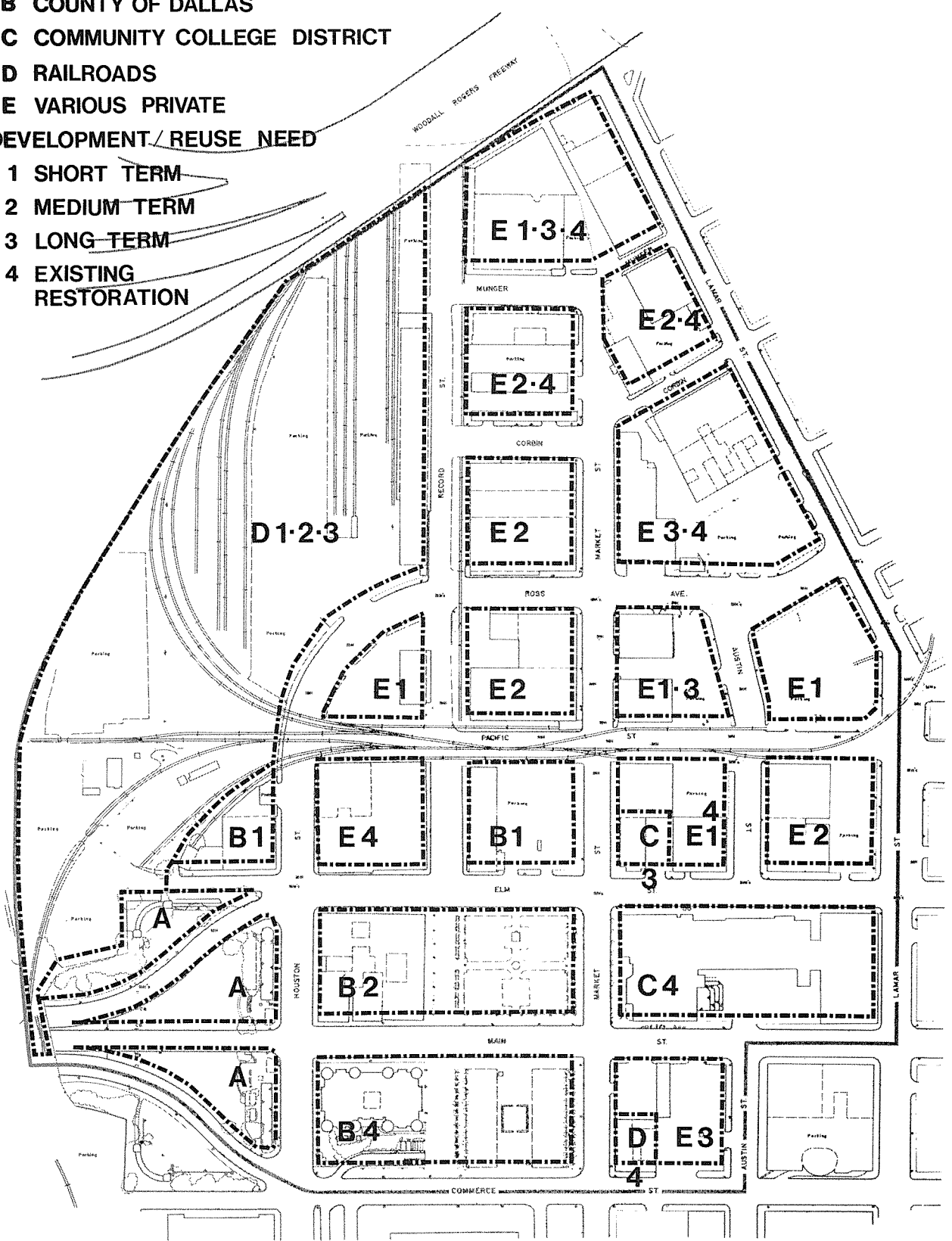
LEGEND

OWNERSHIP

- A CITY OF DALLAS
- B COUNTY OF DALLAS
- C COMMUNITY COLLEGE DISTRICT
- D RAILROADS
- E VARIOUS PRIVATE

DEVELOPMENT / REUSE NEED

- 1 SHORT TERM
- 2 MEDIUM TERM
- 3 LONG TERM
- 4 EXISTING RESTORATION

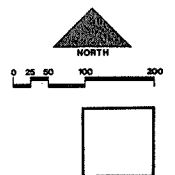


OWNERSHIP / DEVELOPMENT POTENTIAL





WEST END HISTORICAL DISTRICT

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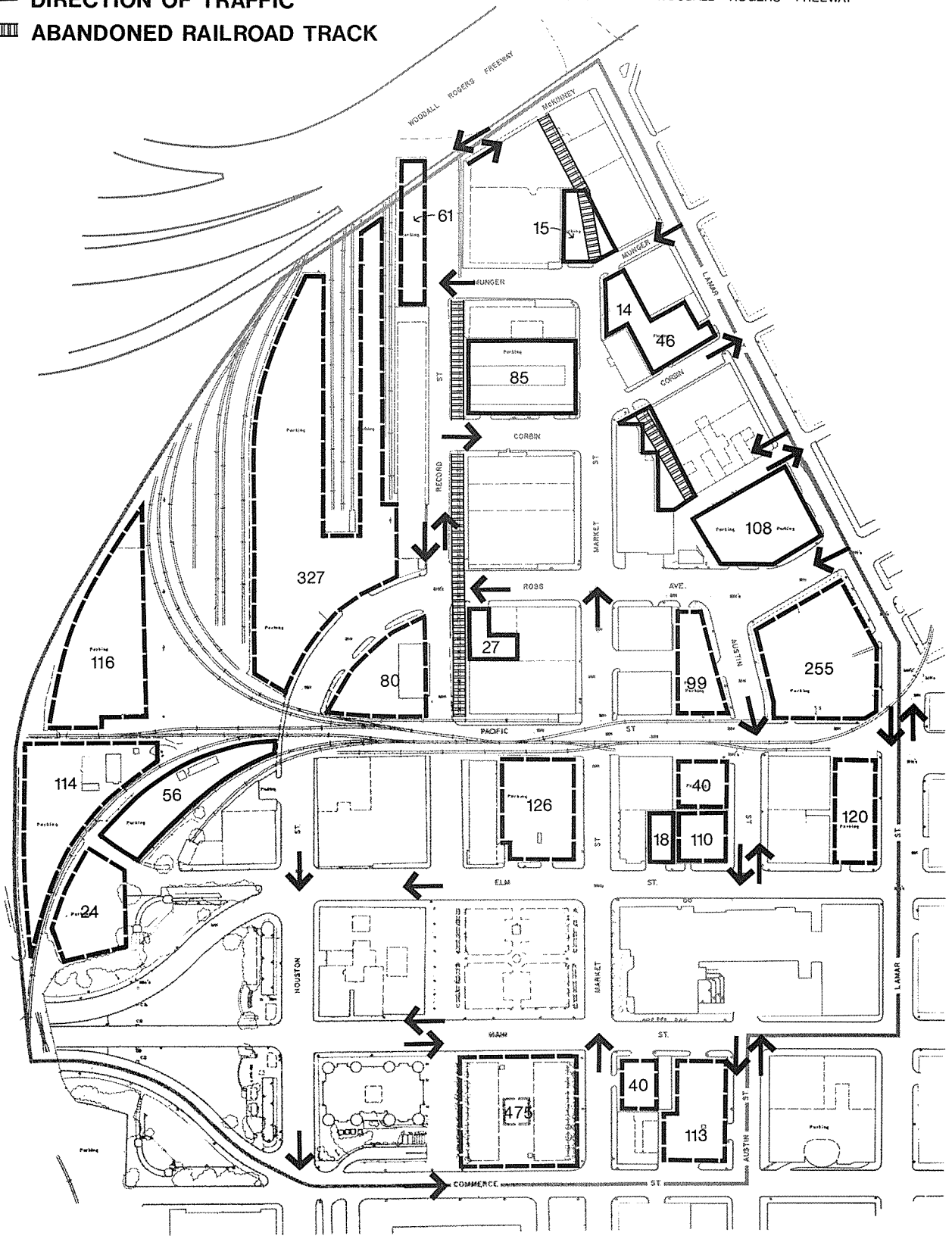
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LEGEND

-  PUBLIC OFFSTREET PARKING
-  PRIVATE OFFSTREET PARKING
-  DIRECTION OF TRAFFIC
-  ABANDONED RAILROAD TRACK

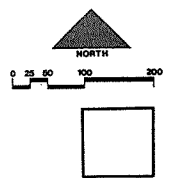
350 UNDER WOODALL ROGERS FREEWAY

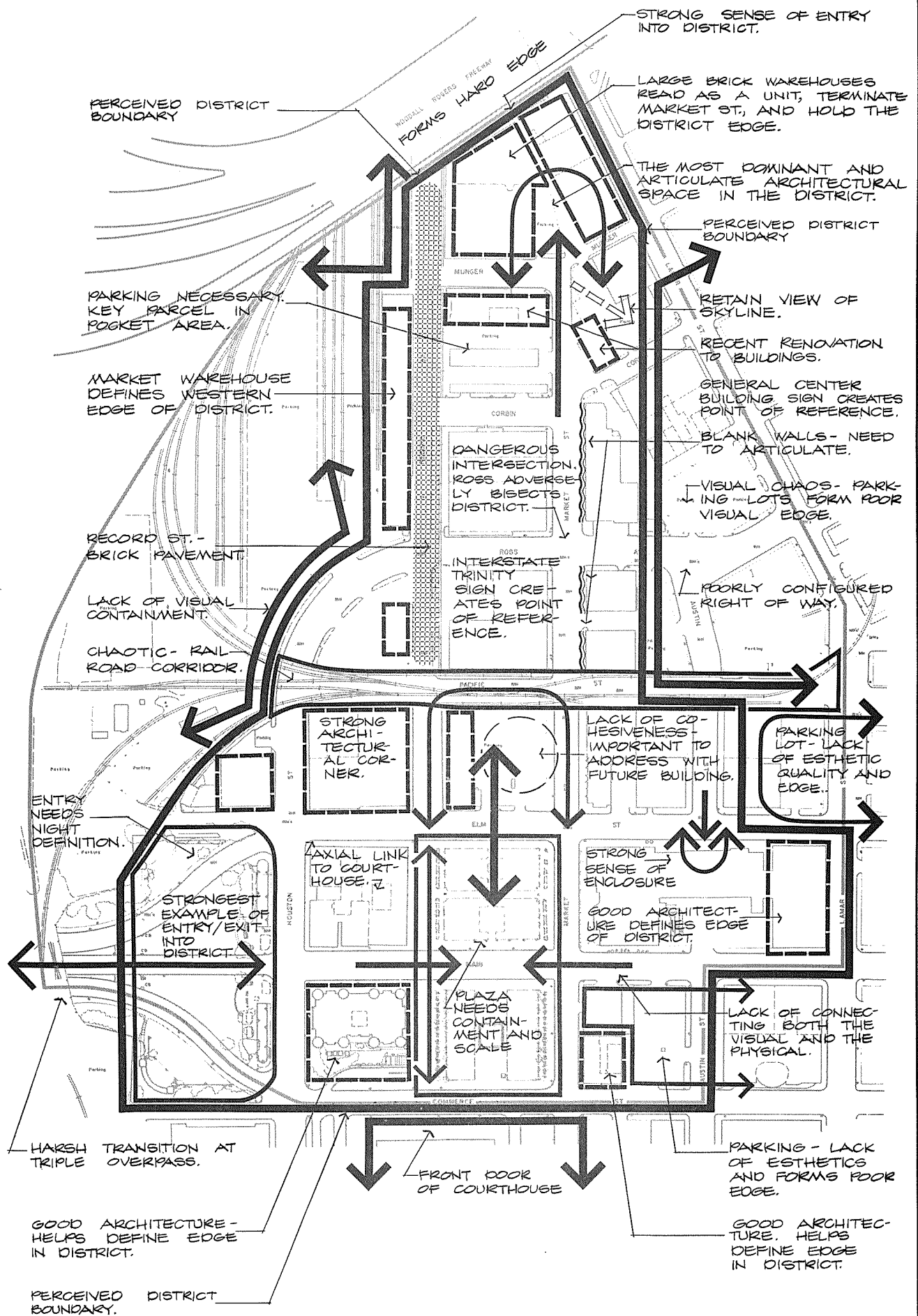


**EXISTING PARKING AND CIRCULATION
WEST END HISTORICAL DISTRICT**

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TEXAS

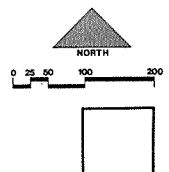




PHYSICAL CULTURAL ANALYSIS
WEST END HISTORICAL DISTRICT

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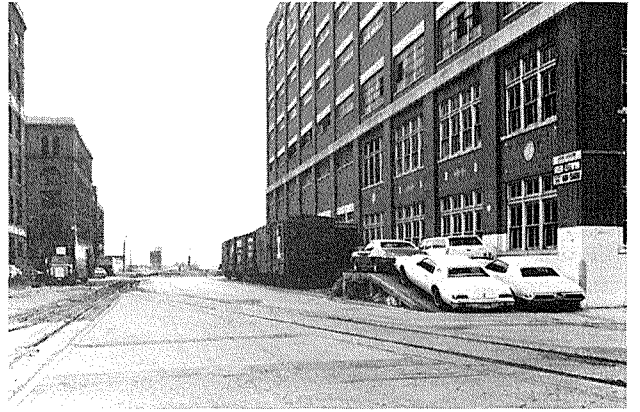
View of Market Street at Pacific looking north. Buildings give strong sense of entry. Market unnecessarily wide.



General Center Building. Good example of rooftop spaceframe sign and painted applied sign. Consider for landmark status.



View of Market at Corbin looking north. Clear sense of termination and edge definition. Parking lot void needs building infill.



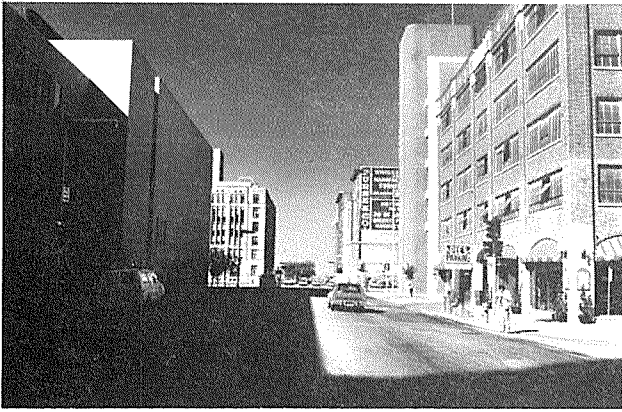
View of Pacific at Market looking west. Railroad cars give strong sense of District's historical roots. Innovative but blighting adaptation to parking shortage.



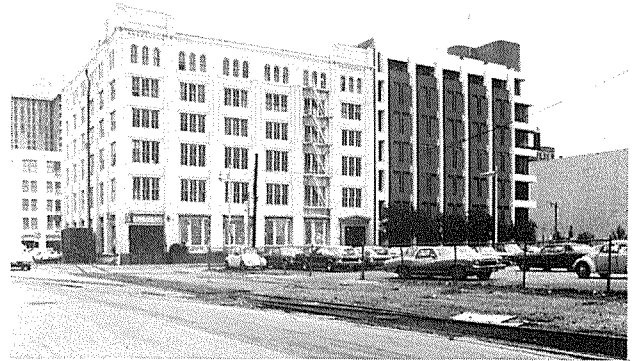
End of Market Street looking north at Munger. Most defined example of exterior space suitable for plaza development.



View of Record and Pacific looking west. Example of Chicago school style building with strong architectural character.



View of Elm Street at Austin looking west. Dallas County Memorial Plaza needs edge definition. Partial restoration at Austin Street.



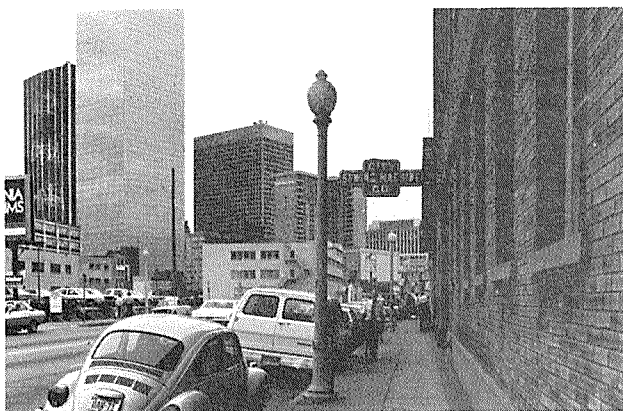
View of Market from Pacific looking east. Parking lot fails to contain northern area edge and Market Street.



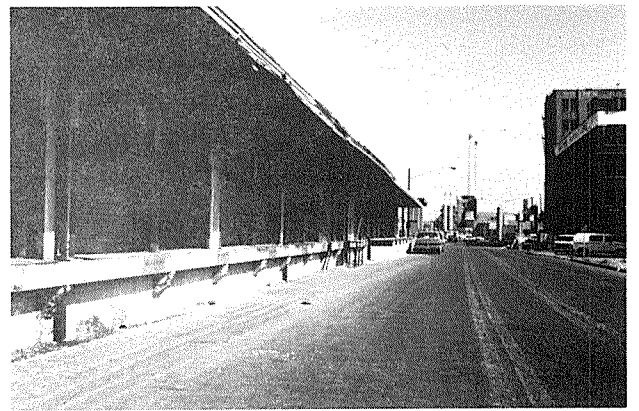
View of Pacific and Market looking south. Kennedy and County Plazas need containment on County parcel. Use setback to link north-south areas.



View of parking lot and downtown from Record Street. Curbs badly damaged. Abandoned railroad corridor provides opportunity for parking in the short term.



View of Lamar from Munger looking south juxtaposition of historic buildings and lights with CBD. Improve sidewalk paving and improve lighting for edge definition.



View of Record at Corbin looking north. Existing Brick Street to be restored and MKT warehouse which defines distinct District edge.

SCHEMATIC AND OVERALL DESIGN PLANS

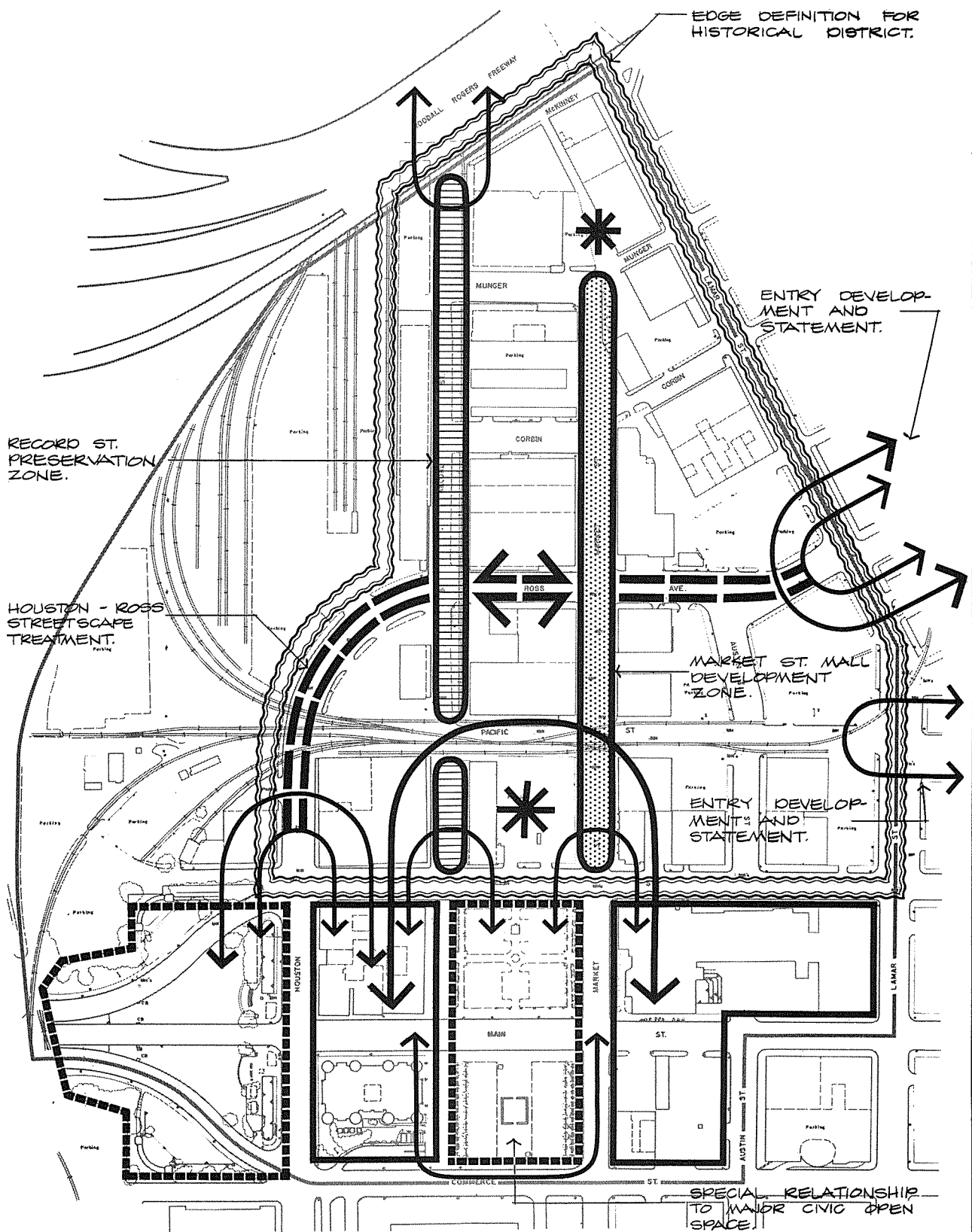
D. SCHEMATIC AND OVERALL DESIGN PLANS

1. MASTER PLAN CONCEPT DIAGRAM

Illustrated are the five broad concepts which have guided the development of the proposed design for the West End. The concepts were developed after extensive analysis and are aimed at defining and integrating the District.

- (1) District Edge - Definition of the District Edge is critical to containment and the identification of place. This can be accomplished with new buildings, paving, lighting, planting, signing, or by combinations of these methods.
- (2) North District-South District - Within the District there are two District sub-areas divided by Elm Street. The southern area is primarily a City-wide public service functioning area. Its large open space areas, and noncommercial character reads as a frontyard to downtown. The northern area is virtually all private sector, commercially oriented establishments housed in structures built on the right-of-way edge, bringing spatial emphasis to the street. These differences should be enhanced and linkages should be developed at Market and Record streets.
- (3) Market Street Spine - This condition is and should continue to function as the primary local automobile access street in the District. It should probably not be closed but gradually necked down to function as a local street as District-wide parking is improved and as pedestrian use is increased.
- (4) Record Street Preservation - The brick character of Record Street should be preserved and the sections of it not now bricked should be bricked as future maintenance or restoration budgets permit.

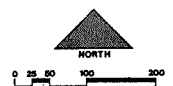
- (5) Purse Warehouse Block and North Market Street Plaza Terminus - These two areas are key to the ultimate development of the District. The County-owned "Purse" block is the major linkage element between the North and South District. The structure built there will front on the Kennedy Memorial area as well as announce the entry to the north area at Elm Street. Its architectural character and siting should be very carefully considered. Although this will be a Dallas County building, the City should work closely with the County to arrive at a design solution along the guidelines recommended in this report. The Market Street Plaza "pocket" is a very fine architecturally defined urban space, clearly a point of attention and focus at the terminus of the District. This small piece of land should eventually be acquired by the City of Dallas and be developed as a public plaza with a major feature item such as a fountain, sculpture, clock tower, or other element.



MASTER PLAN CONCEPT
WEST END HISTORICAL DISTRICT

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2. OVERALL DESIGN CONCEPT

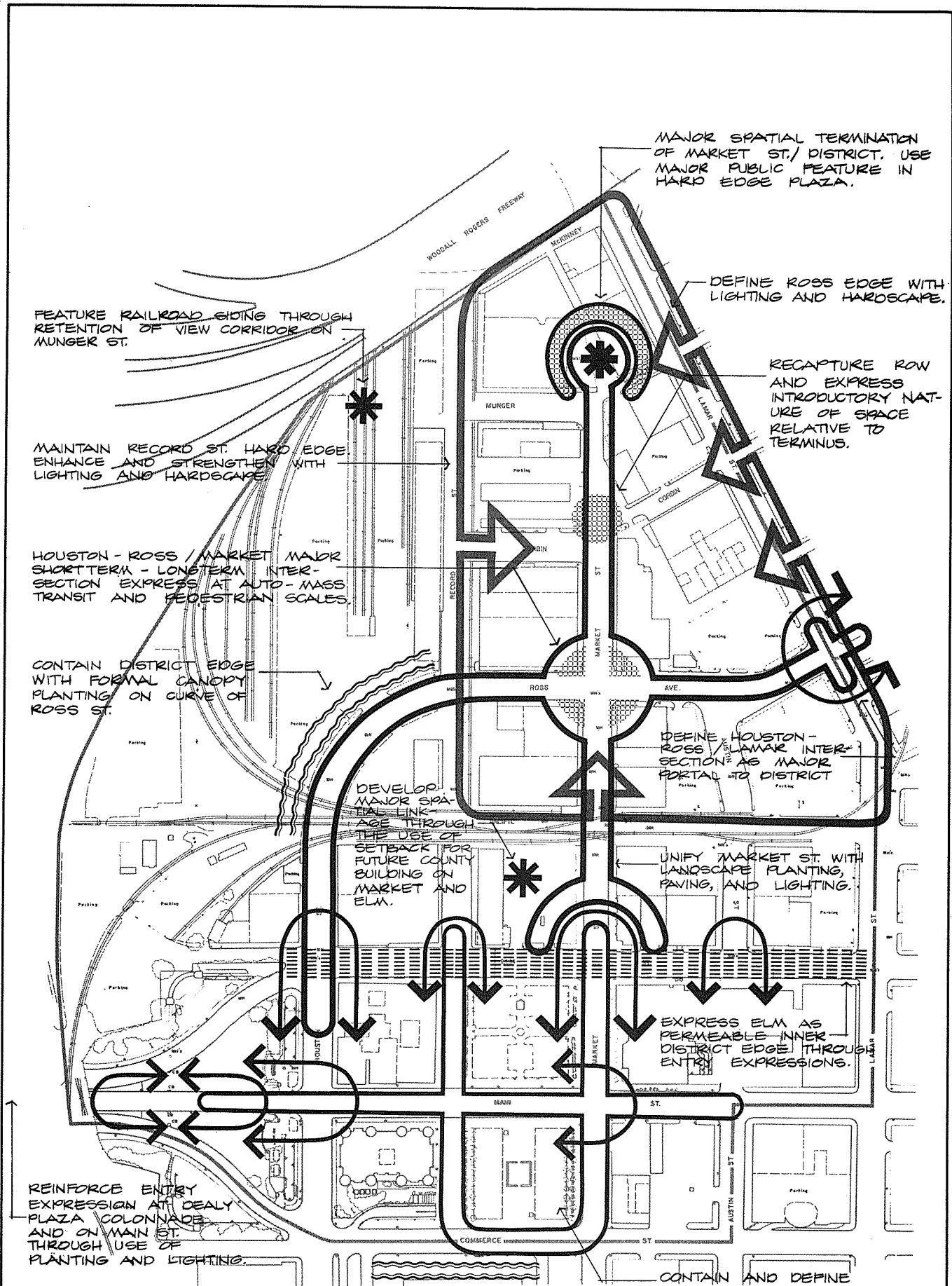
Illustrated is a more detailed elaboration of the concept diagram. The critical edge conditions at the Houston/Ross curve and Commerce Street are identified. Elm is an internal edge which should function as both an edge and a linkage. The permeability of this edge is most important at the intersections between Lamar and Houston streets. It should be reinforced as an edge by the entry points. The Ross/Market intersection is clearly the heart of the District. It should be visually defined to note its importance at both the pedestrian and vehicular scale.

The right-of-way in front of the Allis-Chalmers Building functions as an introduction to the Market Plaza and is an opportunity to bring a pedestrian emphasis to Market Street in the first phase.

Houston/Ross is a key street, and the intersection at Lamar will function as a major District portal. Visual definition of this intersection is critical to the District.

Main Street, while not necessarily the first traffic choice of Dallas residents, is perceived as the main entrance to downtown by visitors entering from the west. This is reinforced by its bisection of the Kennedy and Dallas County plazas. This condition should be reinforced by defining the entries and bringing greater landscape definition to Dealey Plaza and the Kennedy-County plazas.

The railroad should be featured at both the Munger Street view corridor and along Pacific Street. Its presence along Pacific functions as a secondary edge between the Elm Street and Houston/Ross bisectors.

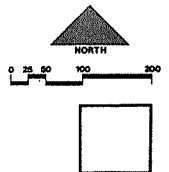


OVERALL DESIGN CONCEPT

WEST END HISTORICAL DISTRICT

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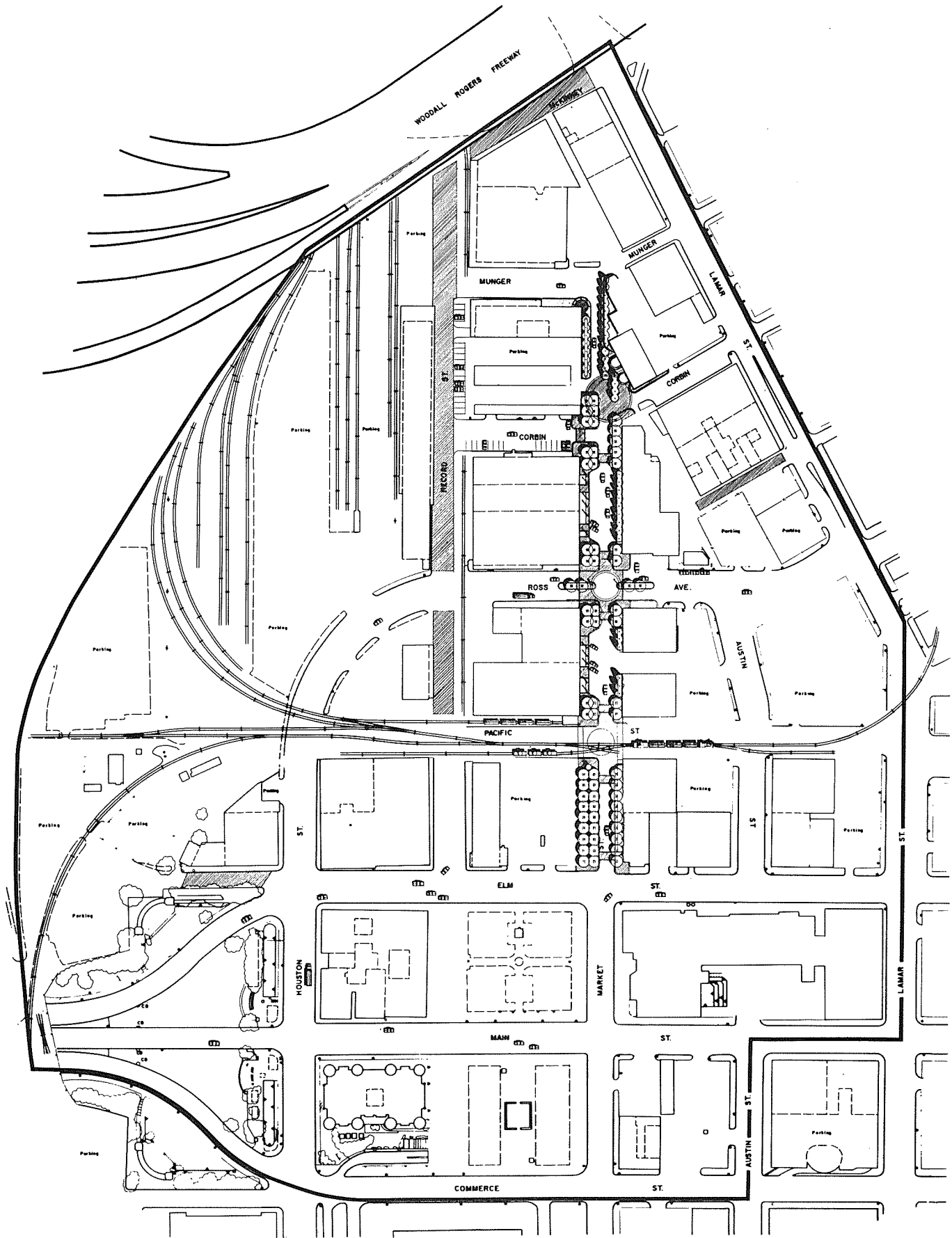
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3. FIRST PHASE ILLUSTRATIVE

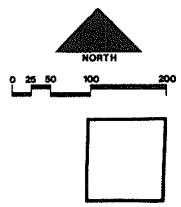
The design concept is to establish a spatial sequence in the public right-of-way which relates to the existing and anticipated uses in the District.

Five basic physical elements--trees, pavement, lighting, signing, and buildings--have been used to accomplish this goal.



FIRST PHASE ILLUSTRATIVE

WEST END HISTORICAL DISTRICT
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 TURNER COLLIE & BRADEN, INC. CONSULTING ENGINEERS
 DALLAS TEXAS
 SWA GROUP LANDSCAPE ARCHITECTS PLANNERS
 HOUSTON TEXAS

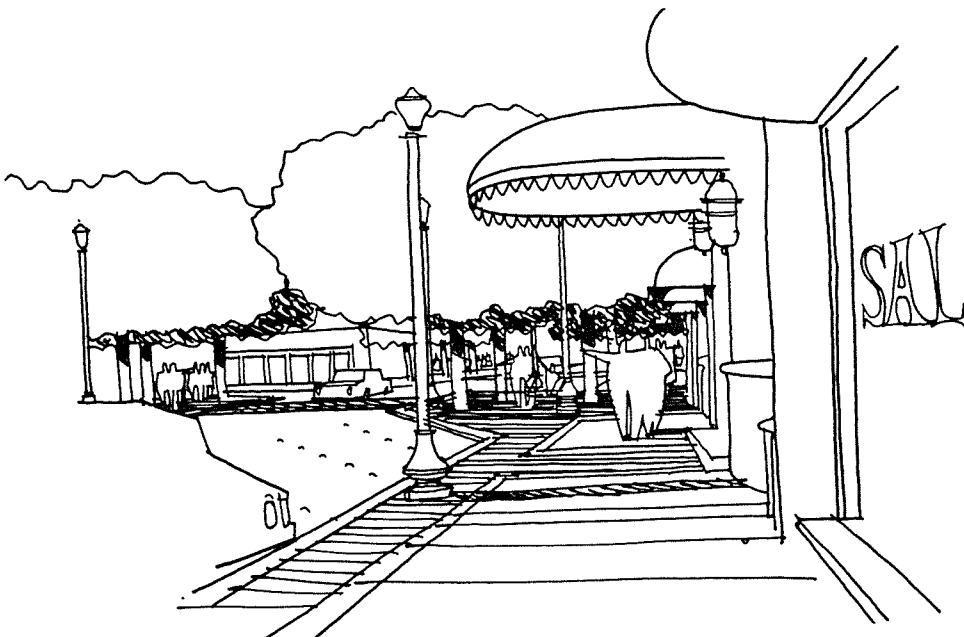


The first, the use of trees, proposes two techniques for District definition and unification: the horizontal "closure" arrangement of trees at intersections and the linear more vertical tree planting which are used to define a subsystem of spaces within and between blocks.



Market-Munger Intersection looking south

The second, the use of brick pavement, proposes to further unify and enrich the District with the historical brick color and texture partially remaining in the District. It has been used primarily to identify pedestrian crossing and use areas.



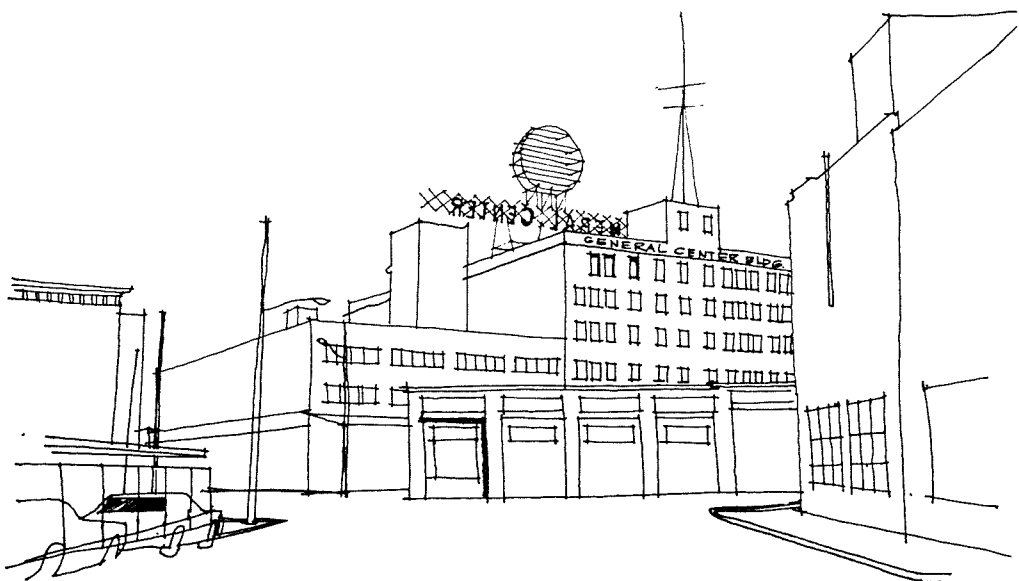
Market looking south at Ross Intersection

The third, street lighting, proposes the use of closely spaced globe pedestal fixtures (of the type currently on Lamar), on north-south streets, and the Lamar-McKinney edge in later phases.



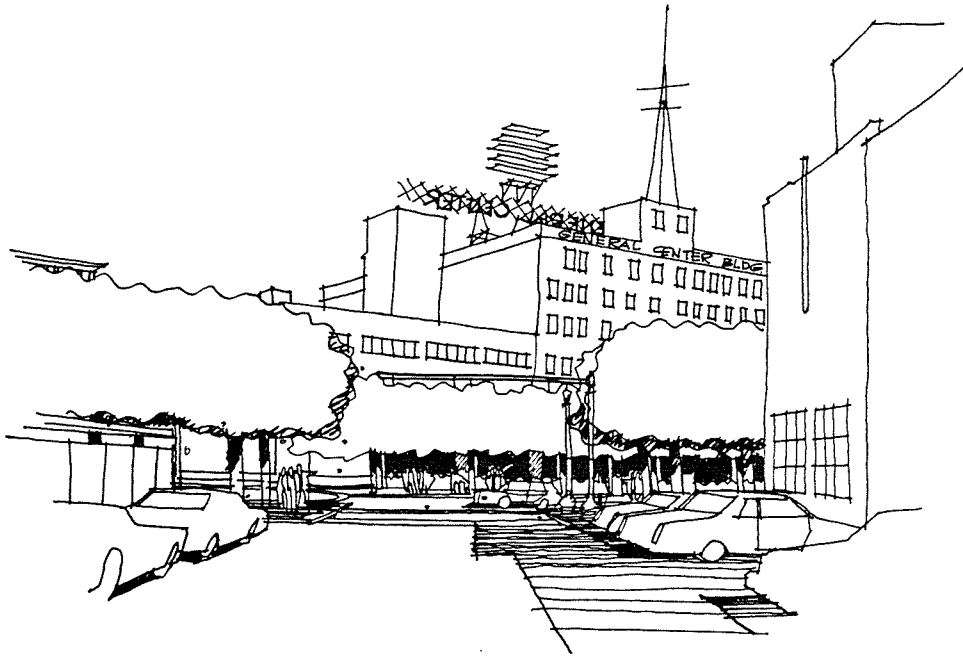
Market looking north towards Ross Intersection

The fourth, in the form of a signing recommendation, proposes the preservation and/or continued use of large-scale painted-on signs where appropriate. This does not exclude other signage types of an acceptable character of different material and scale.



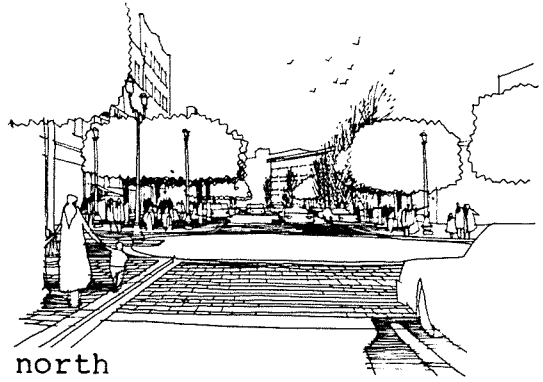
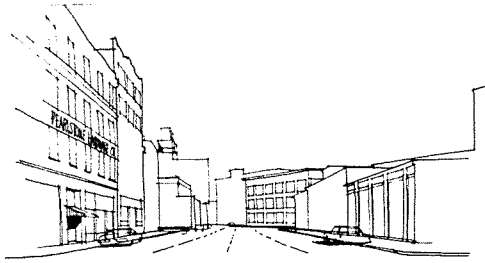
Corbin looking east at Market

The fifth, the use of buildings, proposes to retain views of the historical structures forming a hard edge counterpoint to the soft tree edges and entries. Additionally, it is proposed to mask more recent structures with vertical tree planting to soften them, as well as feature the older structures.

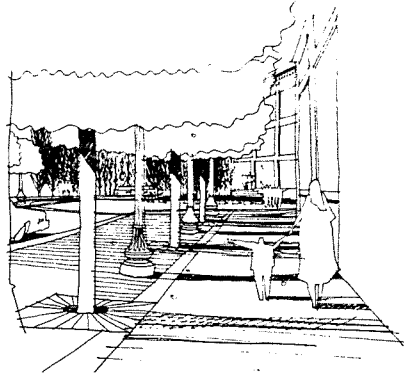
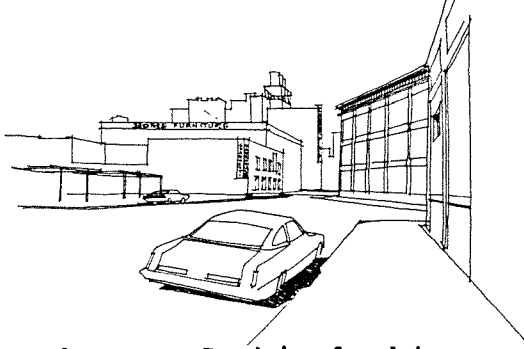


Corbin looking east at Market.

The recommended first phase improvements give emphasis to improved on-street parking in the District with diagonal head-in parking on Market, the marking of the Elm/Market intersection, close-spaced lighting along Market, the definition of entry through the use of canopy-type tree planting at entries and intersections along Market, the spatial definition of interior blocks by visually constructing intersections, vertical tree planting on the east side of Market, and the necking down and pedestrian recapture of the right-of-way at the Corbin/Market intersection.



Market-Ross Intersection looking north



Market at Corbin looking north

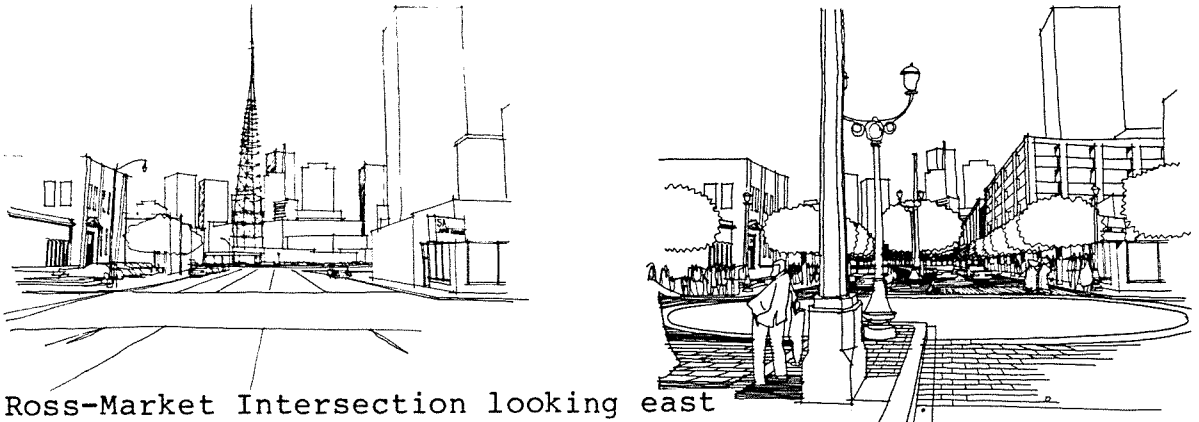
Additionally, Houston-Ross between Elm and Lamar should be made two-way, earmarking whatever additional funds that are available to be dedicated to the entry definition of the Ross/Lamar intersection. Pedestrian surfaces are defined by brick pavers, initiating the return to brick on a District-wide basis.

The total number of on-street parking spaces in the District has been increased from 170 to 195 spaces, including the elimination of parking on Market between Elm and Pacific. Additionally, District meters will be changed from long term to short term.

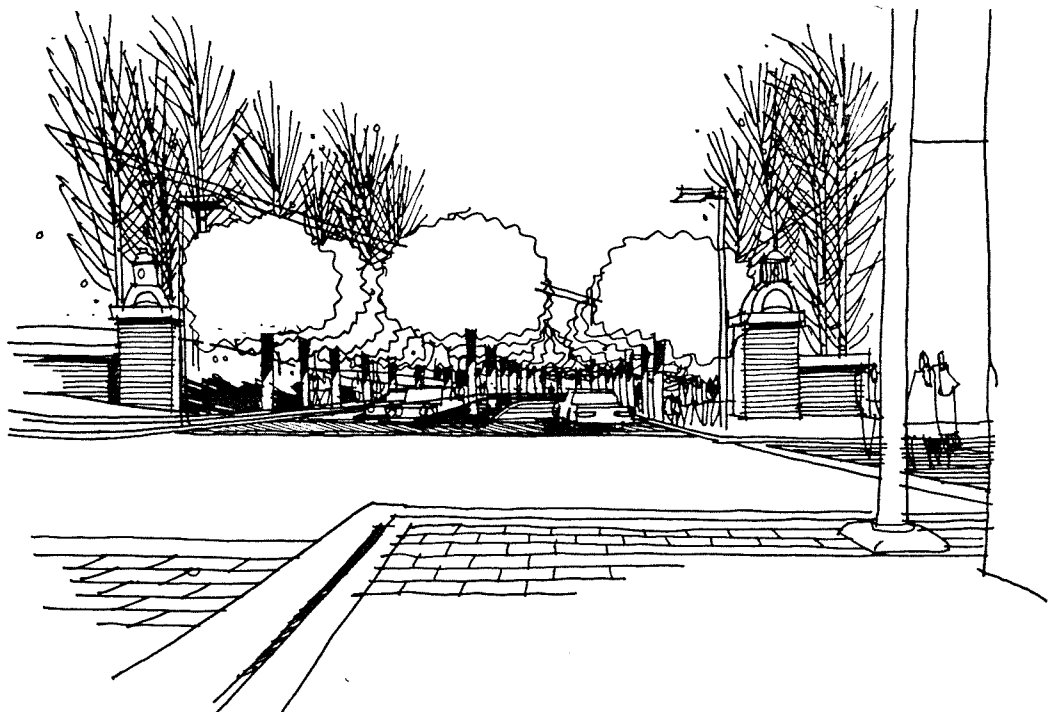
It is recommended that a review schedule and procedure be instituted by the City of Dallas to establish the timing for the removal of the angle parking on Market Street when additional off-street parking is provided as recommended in this report. A yearly review of parking improvements, both on-street and off-street, within the District by the Transportation Planning and Urban Planning departments seems warranted.

4. INTERIM ILLUSTRATIVE

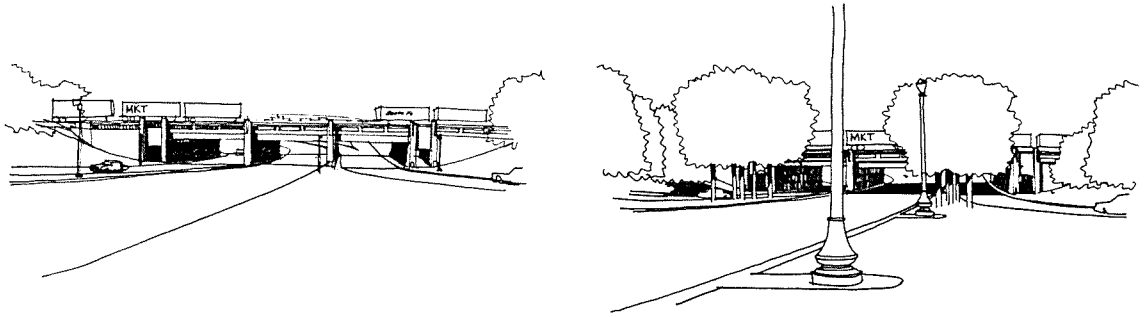
The interim illustrative focuses on a District-wide right-of-way improvement plan. It specifically addresses public improvements which can most easily and predictably be implemented by the City and County of Dallas. Virtually all the recommended improvements would primarily benefit the public sector with the intent of stimulating private sector investment and development.



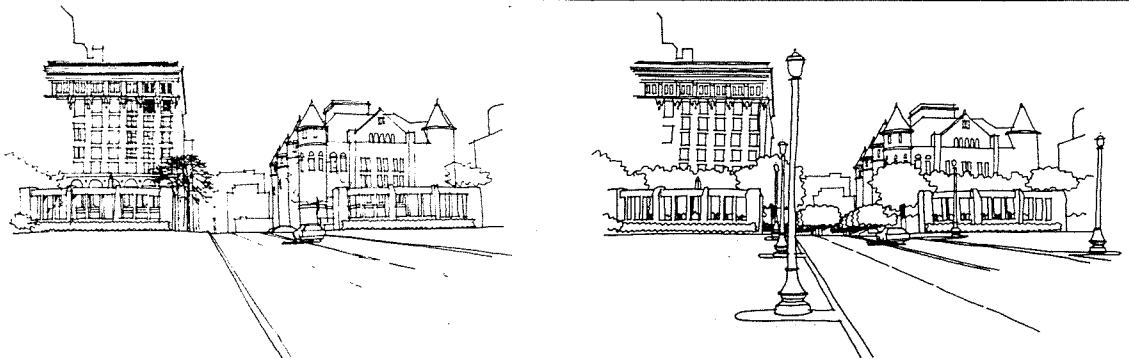
A six-story parking structure should be located at Ross and Lamar as shown in the illustration below and following page 51. This structure would hold approximately 1,200 cars and would increase the current District inventory by roughly 30 percent, potentially stimulating private sector financing and development.



The recommended planting at the Main-Commerce-Elm portal entry and the lighting of the Dealey Colonades will heighten the sense of entry into the District and downtown Dallas.

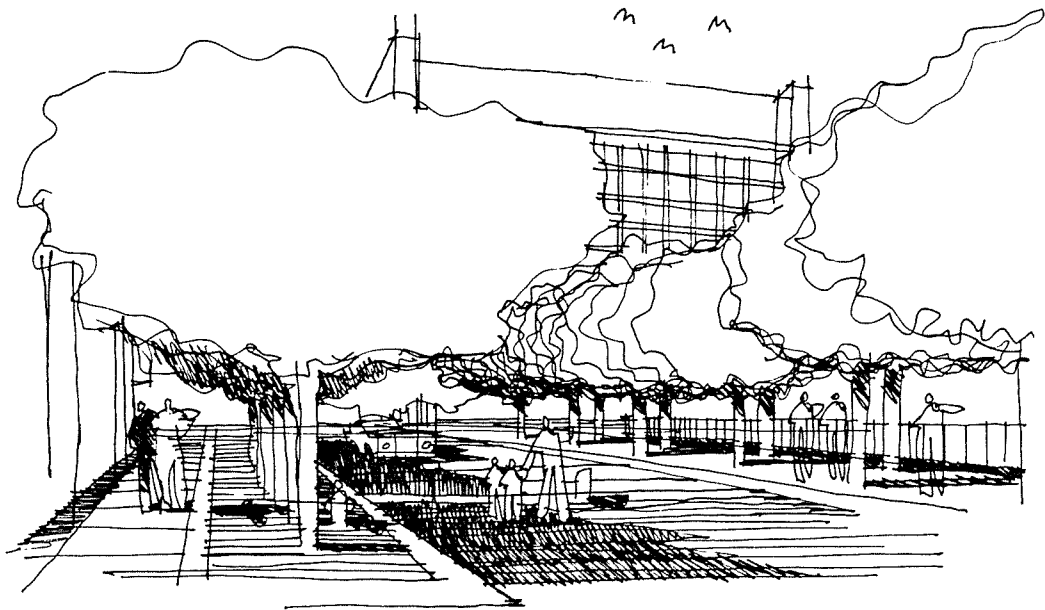


Main at Dealy Plaza looking west



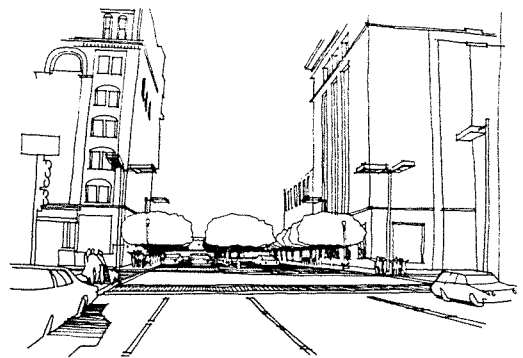
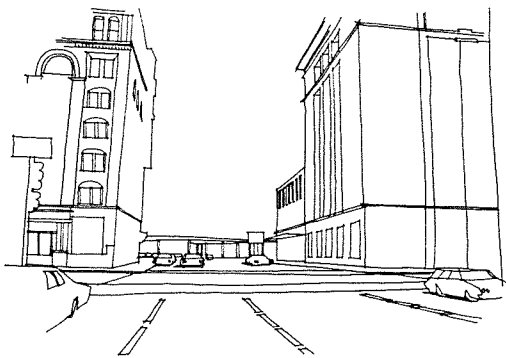
Main at Dealy Plaza looking east

The County property at Market and Elm is shown developed on the plate on page 44. While not attempting to define the building configuration, the Market Street setback, corbeled corners, and integration with the Purse warehouse are intentionally shown to emphasize three basic concepts to be considered on this site. The first and second concepts, the Market Street setback and corner corbeling, are related. These will produce a needed spatial link between the north area and the south area. The third concept proposes the adaptive reuse of the Purse building by the County.

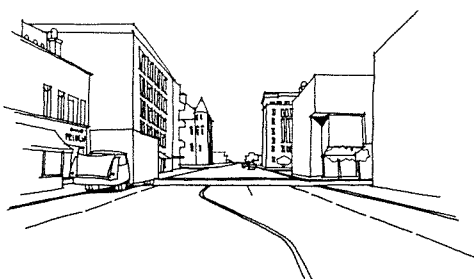


Kennedy Plaza looking south on Market

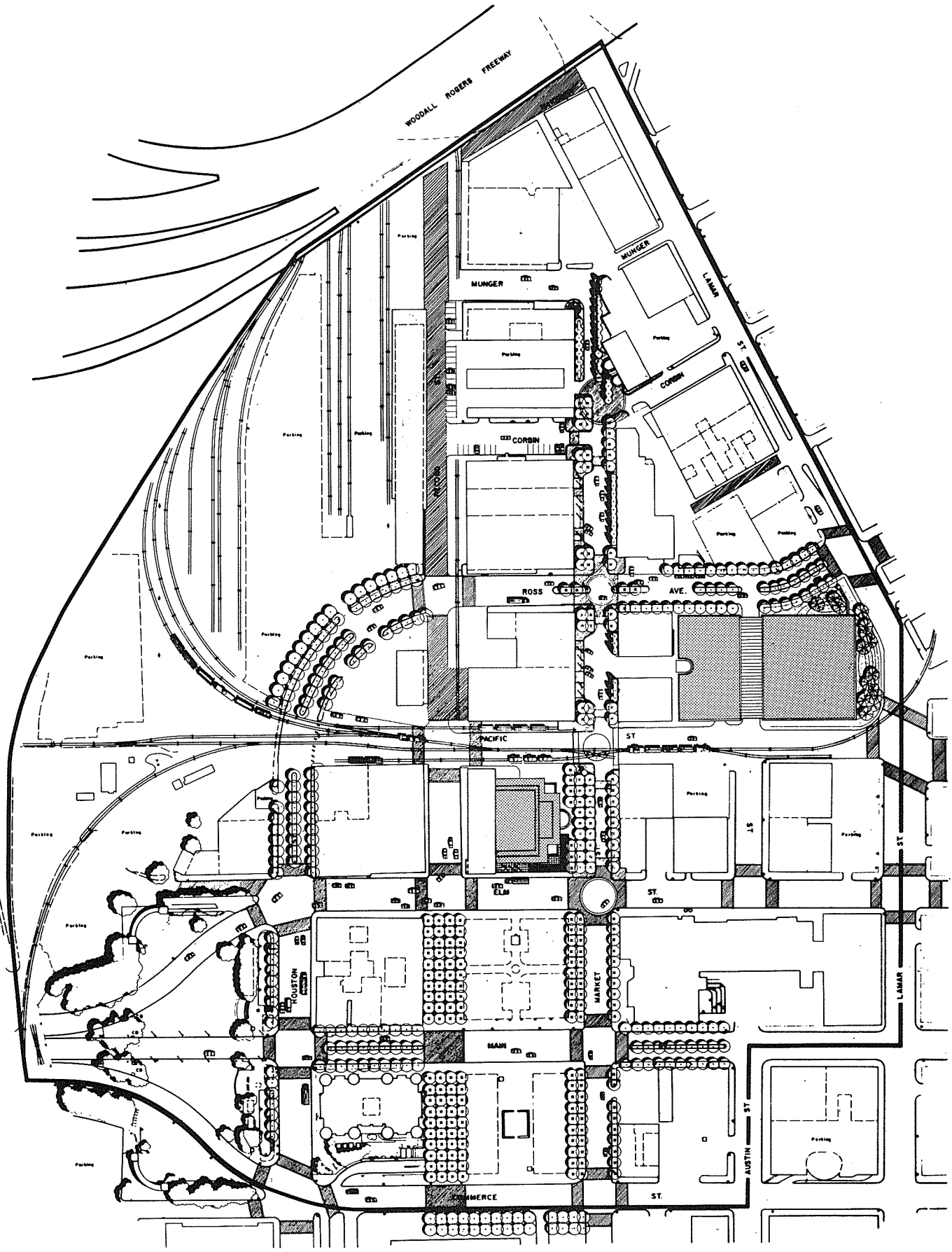
The prioritization of public improvements beyond Market Street is not in the scope of this project. However, the Houston/Ross improvements and above-mentioned parking structure are definitely key elements in the recommended improvements and could be undertaken as soon as municipal or private sector funds can be made available. These improvements would result in great benefit to the District.



Houston at Elm looking north.



Main at Austin Intersection looking west

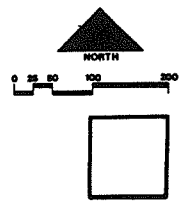


INTERIM ILLUSTRATIVE

WEST END HISTORICAL DISTRICT

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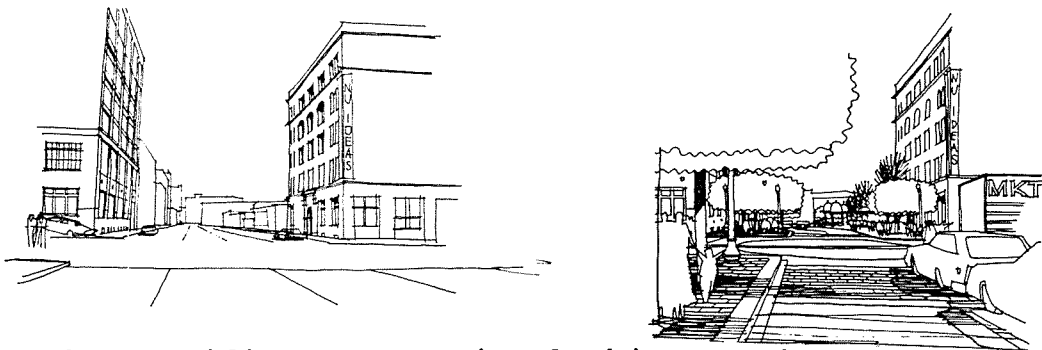
5. ULTIMATE ILLUSTRATIVE

The ultimate illustrative is intended to be stimulative rather than precise.

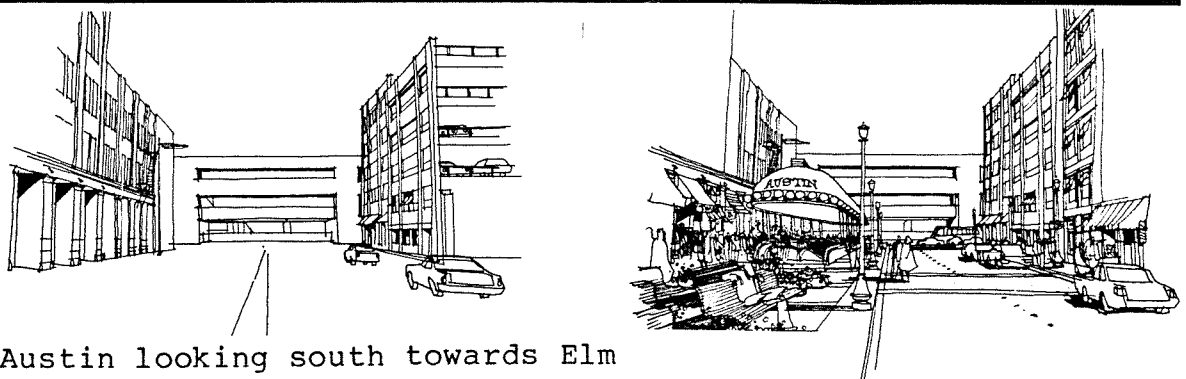
There are seven key features in the ultimate plan. The urban design treatments shown are conceptual and can be realized whenever the funds are available. It should be understood that the position taken in this report is that a recommended reduction in parking on any parcel presumes a corresponding net increase elsewhere in or available to the District. The seven features are:

- (1) While specifically illustrating a Market Street "semi-mall" concept, there are many alternative ways of treating the street area captured by virtue of the removal of parking on Market Street.

The intent is to show a way to accomplish the goal of increased plaza space and pedestrian use. The opportunity to do mini-malls on Market, between Pacific and Ross, and on Austin, between Elm and Pacific, should be noted.



Market-Pacific Intersection looking north



Austin looking south towards Elm

- (2) The development of the Katy Yard for parking structure use appears to be feasible and desirable. The parcel immediately west of Record is recommended as primarily short-term northern area use, while the structure at the west end of Elm is more suitable for long-term southern area day parking.

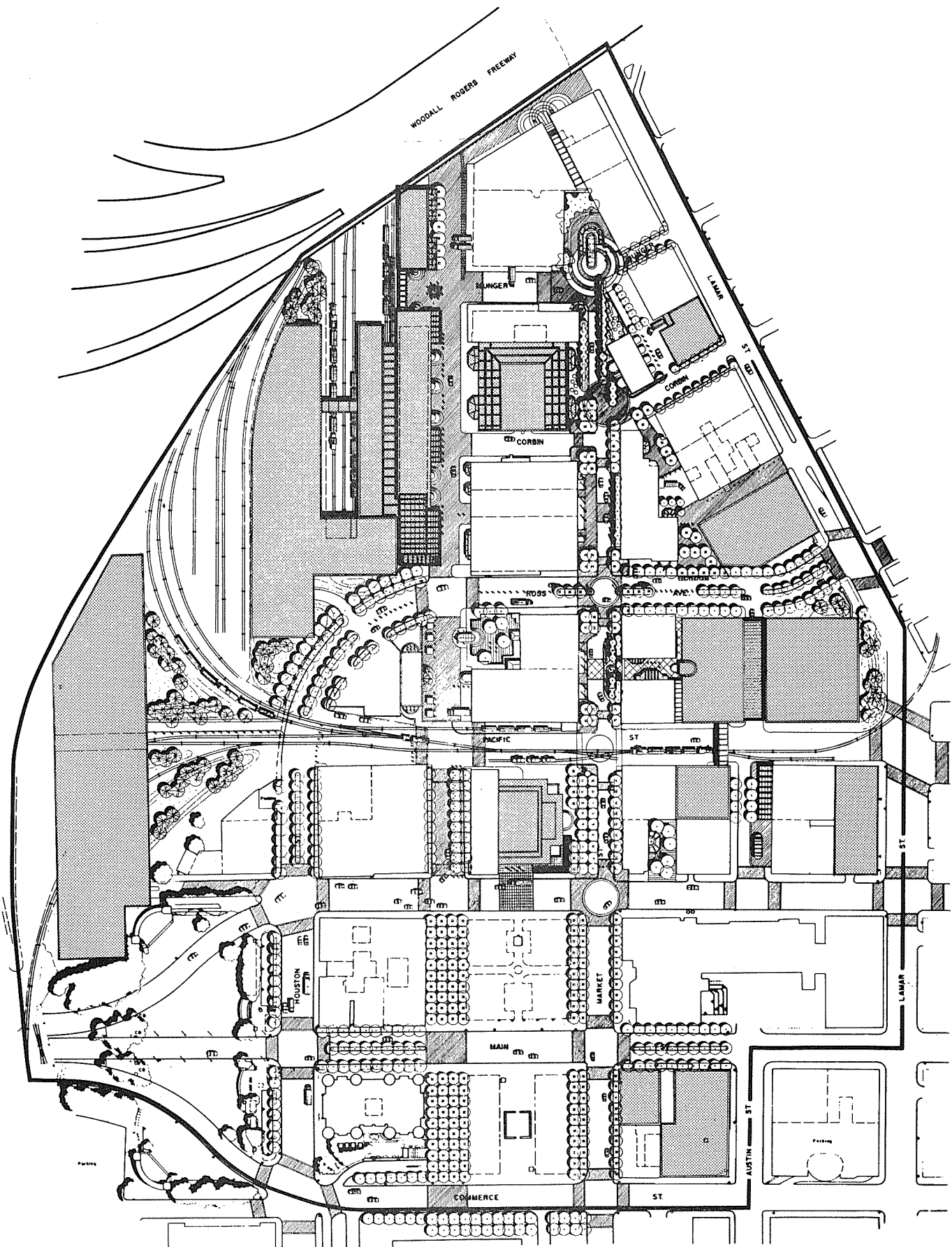


Ross-Pacific Intersection looking north

- (3) The U. S. Steel Oil Well Supply Division parking lot is an important parcel of land in the District. It is the only major internal parcel of privately held developable land in the District. A combination commercial-parking garage building on this parcel could play a major positive architectural and functional role in the District. It is recommended that at least the ground floor be entirely retail office space and that parking be built above with access to the parking off Corbin Street.
- (4) The T. F. Hart Investment Company and the Oil Well Supply land at the north end of Market Street has the potential to be an exemplary urban plaza in the tradition of the Italian baroque. It also offers a pedestrian link to

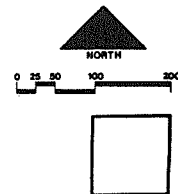
McKinney and the proposed parking under Woodall Rogers. The development of this parcel should include the installation of a feature of a grand scale. The material, form, function, scale, position, and intent deserve careful consideration to attain the full potential this space offers.

- (5) The use of the parking lot on the southeast corner of Record and Houston/Ross as a small plaza park is another opportunity to give a pedestrian scale to the District. The character of the space should be commercially active at a small scale, possibly letting space be utilized by the surrounding structures for cafe, gallery, or related uses as well as encouraging vendors to build Kiosk-type facilities in the space.
- (6) The development of the parking lot on Elm between Market and Austin as a pocket park and possibly subway station entrance could result in an elegant and attractive small-scale space. It should be a place to meet and rest versus the activity and stimulation recommended in the other open space areas.
- (7) The history of the District is entwined with the development of Dallas as a railhead. The visual display of railroad equipment is encouraged on Pacific and a view "window" at Munger into the MKT yard should be retained.



ULTIMATE ILLUSTRATIVE

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6. PROPOSED CIRCULATION PARKING, LIGHTING, AND TRANSIT DIAGRAM

The recommended changes in circulation provide for freer access to District buildings and activities and an increase in directional options. The key element in the plan is to make Houston/Ross two way between Lamar and Elm. This will both reduce bisecting through traffic in the northern area and allow for left/right-turn patterns within the District, providing greater exposure and access to businesses. Other directional changes, as indicated, have been made to improve the traffic flow.

The proposed extension of Pacific from Record to Houston/Ross can be accomplished in one of two ways. The first, as illustrated on page 44, is to realign parallel to the tracks, cutting diagonally through the Block. The alternate would be to extend Pacific parallel to and immediately north of the Kennedy Museum Block as shown on page 48. This would possibly require the relocation of the main active track to the north side of Pacific as well as the abandonment of the two spurs behind the Texas School Book Depository and the spur behind the Purse warehouse. Initial discussions with MoPac indicate that this may be a feasible alternative.

The shaded parcels on the plate on page 51 indicate recommendations for potential structures in the District. Where parking is recommended for development or removal, the numbers indicate the existing parking (upper number) and proposed parking (lower number) on a parcel-by-parcel basis. The resulting total, if all recommendations are followed, will be approximately 6,000 off-street spaces. This figure does not include the proposed Dallas County Historical Plaza underground parking structure.

The lighting recommended on page 51 is a response to the initial analysis establishing two distinct but related areas.

The dominant southern area streets are the east-west triplet arterials. The dominant northern area streets are the north-south locals, Market and Record. These streets have distinctly different characters and functions. The lighting concept reflects this hierarchy by proposing two different fixtures, intensities, and light temperatures.

It is proposed that the east-west triplet be furnished with high-intensity, lensed, pedestal fixtures similar to, but of a lesser height than, the fixtures at Dallas City Hall. The fixtures on the north-south locals and along Lamar and McKinney will be the historic pendant-type fixture of a lesser height, lower intensity, and warmer color temperature than the fixtures on the triplet. The north-south pattern passes by and under the triplet pattern to Commerce Street, defining the edge of the District. The color temperature of the triplet fixtures could be cooler than the City Hall fixtures to respect the special nature and character of the City Hall area.

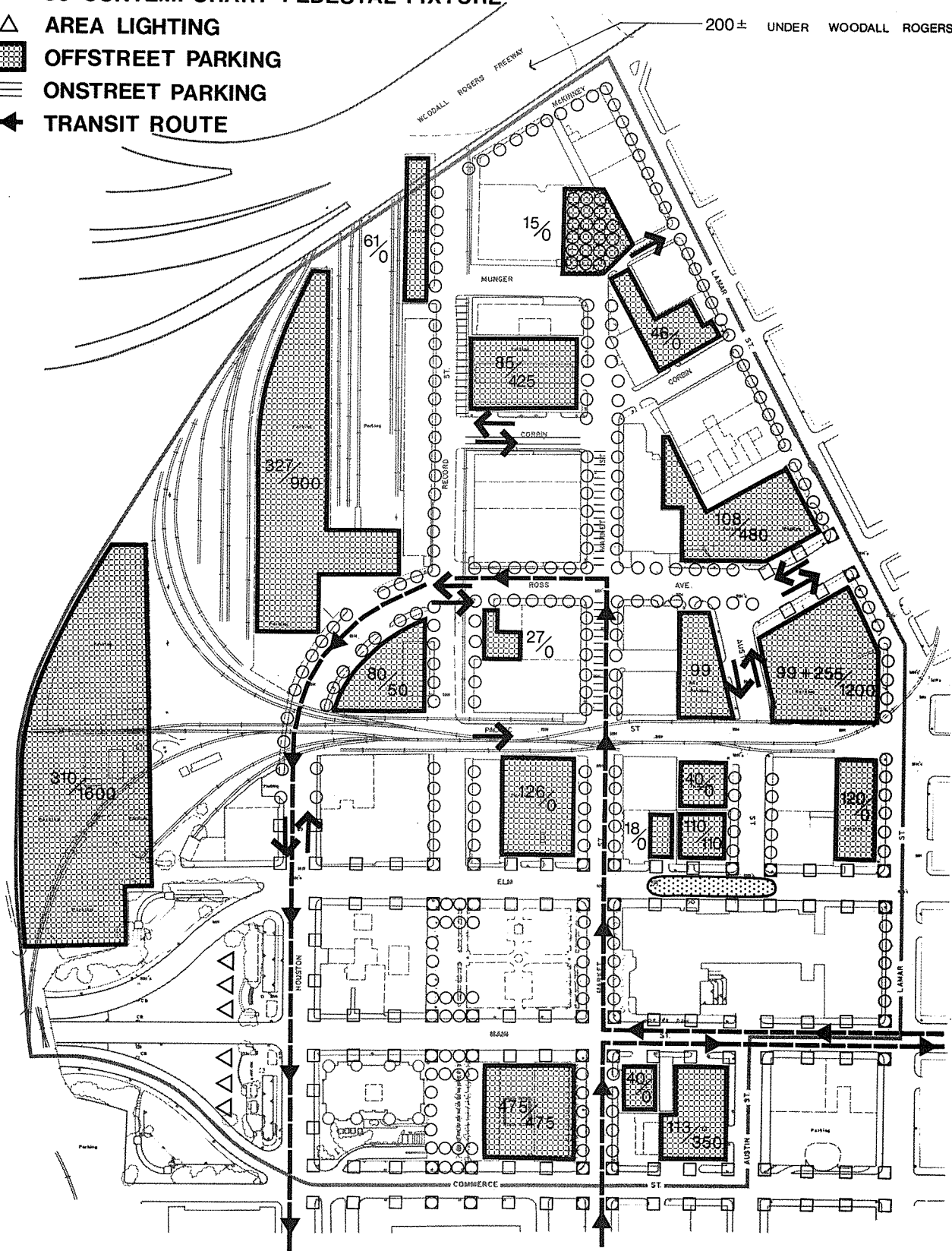
Houston/Ross is a hybrid in function, scale, and geometry and is treated with components of both lighting concepts to identify and respond to its role.

LEGEND

- ← DIRECTION OF TRAFFIC
- 16' HISTORICAL PEDESTAL FIXTURE
- 35' CONTEMPORARY PEDESTAL FIXTURE
- △ AREA LIGHTING
- ▨ OFFSTREET PARKING
- ≡≡≡ ONSTREET PARKING
- ➔ TRANSIT ROUTE

← 350± UNDER WOODALL ROGERS

200± UNDER WOODALL ROGERS

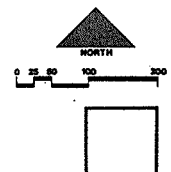


PROPOSED PARKING, LIGHTING, & TRANSIT

WEST END HISTORICAL DISTRICT

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RECOMMENDED FIRST PHASE IMPROVEMENTS

2. NEXT STEPS

The immediate next step in the development of the District is the first phase semi-mall improvements to Market Street from Elm to Munger, the Ross/Market median planting, and some interim public on-street parking on Corbin and Record streets. These improvement plans will be ready for bid in January 1980, and construction is expected to be complete by the end of 1980.

These improvements will demonstrate that the City of Dallas is in earnest about its concern for successful revitalization of the District. Perhaps the next step after Market Street improvements is for private owners to further pursue and define their programs of building improvements and new use potentials. Such private development efforts can range from smaller single buildings to several larger buildings, and even several blocks together. Whether efforts are small and gradual or large and more immediate, there will still be an on-going need for the City of Dallas to respond, if only in a review capacity. It is likely that new proposals for City involvements will be identified as revitalization proceeds. These will probably center around streets, traffic, transit parking, and utilities, though more comprehensive joint efforts with private developers are potentially possible.

Further opportunities for City involvements may also come in the "street scape" and "pocket park" improvements recommended in this report for such areas as Dealey Plaza, Main Street, the Kennedy Memorial area, Houston/Ross, Record Street, and the "pocket" at the terminus of Market Street. These will come as economic and visitor activity in the District expands, perhaps timed in an appropriate way with some significant private development projects.

Whatever the pace and direction of public and private improvements, this report will provide a framework for direction and

decision. It can serve to coordinate private initiative and public review. A procedure for amending and updating this report as development directions became clearer would help in maintaining its relevance and usefulness.

APPENDICES

APPENDIX A - SIGNAGE GUIDELINES

1. WEST END HISTORICAL DISTRICT GRAPHIC CRITERIA

The graphic criteria for the Dallas West End District is intended to provide guidelines which will enable the City, owners, developers, and tenants of the District's buildings to create the appropriate graphic character for their facilities and the area. The West End District evolved during the end of the 19th and beginning of the 20th centuries. Architecturally, graphics of this period were marketing oriented, employing large typographic treatment of messages often crassly commercial. The typography was strongly influenced by the advertising styles of the times and the state of the art in type design and technology. Wood type with its bold strokes and stylized serifs were reflected in application of messages on architectural facades. The mixture of a number of different typefaces was a dominant typographic concept. Technology of sign fabrication and application were also key factors in the character of the graphics of the period. Paint was the most common means of applying messages to exterior surfaces. Gold leaf, dimensional formed letters, porcelain enamel, and wrought iron were other prevalent application techniques of the time.

Incandescent street lighting came to Dallas in the early 1880's but electrically illuminated signs were sparse even into the early 1900's. Ambient light on graphic surfaces typified the sign character of the period. Neon as a form of sign lighting emerged toward the end of the period. Color was expressed in the dominant building material; primarily brick and graphics were executed in a limited range of contrasting values. Black, white, and red were the principal colors in applied painted graphics.

The role of graphics in a restoration and revitalization effort for the area is paramount. Graphics in the environment will provide character, excitement, organization, and identity to the West End. The objective of the graphics program is a mix of historically derived characterological treatments combined with contemporary elements expressed in materials and styles reflective of the era. Graphics criteria can go only so far in providing the guidelines for implementation of such a program. To be truly effective, this tool should be used as an educational vehicle for inspiring the design of signs and graphics. A strong ordinance cannot legislate good graphics and signage, especially in a complex environment with objectives defined as they are for the West End.

2. RECOMMENDED MODIFICATIONS TO THE CITY OF DALLAS SIGN ORDINANCE

The existing sign ordinance for the City of Dallas, Chapter 41 of the Dallas City Code, should be the basis for the West End Signage Ordinance Amendment. The following recommended variations are designed to adapt the Ordinance to the unique characteristics and potential in the District. The recommendations are based on documents provided by the Department of Urban Planning describing the salient features of the District as well as innumerable meetings and presentations with HLPC, UDTF, DUP, DPW, Property Owners, and the City Council.

What is apparent is that while there are many areas of agreement on the District and its future image, there are many

areas where different philosophies and motivations exist, producing sometimes inconsistent views of the District's future image. This manifestation of varying points of view is clearly indicative of diversified interest rather than conflict, of vitality in numerous sectors rather than disagreement. This diversity and vitality can and should be encouraged and integrated into a synergistic vision of the District's future.

This vision is a complex interrelationship of preservation, planning, adaptive reuse, economics, finance, City leadership, new development, zoning, tax incentives, public relations, and perhaps most importantly the investment of time and capital by property owners in the District. The vision must not sacrifice economic vitality for preservation nor destroy the beauty and character of the historical district through insensitive development and signage.

The task of identifying this common vision is always difficult when so many diverse interests are to be integrated into a feasible working solution. A slide presentation has been produced to crystalize the extensive diverse input generated by the West End Historic District planning effort into a comprehensive vision of the District's future. The presentation includes numerous examples of signage related to the recommendations outlined below.

3. PROPOSED ADAPTATIONS TO THE EXISTING ORDINANCE

A. ARTICLE II Section 41-5 20/

Due to the "Zero Lot Line" condition in the District, it is recommended that signs be allowed to project a maximum of 4 feet into the public right-of-way. This can be justified in part due to the unusually wide sidewalks being recommended and existing within the District. The projecting sign should be limited to a maximum of 16 square feet, with the vertical dimension not exceeding the horizontal. A maximum one sign per 200 feet, or frontage, should be allowed. Projecting signs should not have any motion devices, either mechanical or electrical, and the uppermost point of the sign should not exceed 50 percent of the plane on which it is applied, or 16 square feet, whichever is less. Awnings should be allowed to project up to 2 feet from face of curb.

B. ARTICLE III Section 41-10 25/C

This item should be modified to allow signage immediately surrounding Dealy Plaza and the Kennedy/Dallas Plaza.

C. ARTICLE III Section 41-13 28/

No detached signs should be allowed in the District.

D. ARTICLE III Section 41-14

b. Vary 18" to 4'-0".

e.1. Delete "into public ROW."

e.2. Delete "parallel to facade" and disallow any sign to project above upper string course or bottom of cornice or building face.

E. ARTICLE V Section 41-22

- a. It is recommended that the chairmanship be held for one year, allowing a rotation of chairmanships within the committee.

F. ARTICLE V Section 41-24

It is recommended that a five-year period be established for the special sign District to allow for a mandatory review of the policies and procedures established for the District.

G. ARTICLE VI Section 41-29

- c.2. Delete. This Item would not allow numerous signs of great historical significance to be retained due to surrounding structures.

H. ARTICLE VIII Section 41-31

- b. Amortization period should be established for special District.

Example:

<u>ORIGINAL VALUE</u>	<u>TYPE OF CONSTRUCTION</u>		
	<u>Painted Wall Sign</u>	<u>Wood Frame Sign</u>	<u>Metal Frame Sign</u>
Less than \$1,000	12 Mon.	24 Mon.	36 Mon.
1,000 - 3,000	15	30	48
3,000 - 6,000	18	36	60
More than 6,000	24	42	72

4. SIGNS RECOMMENDED FOR LANDMARK STATUS CONSIDERATION

- A. General Center Signs
Rooftop and Painted Applied.
- B. Purse Warehouse Signs
Painted Applied.
- C. Higgonbothom-Pearlstone Signs
Painted Applied.
- D. Fairbanks Morse & Company, Inc.
Painted Applied.
- E. Brown Cracker & Candy Company.
- F. Interstate Trinity Warehouse Co.
Rooftop and Cornice Line Signs
Painted Applied.
- G. City Sewing Machine Company.
- H. Hertz Rent-A-Car Sign

The rooftop signs pose a conceptual problem. While they to some degree conflict with the construction date of their buildings, they recall the history of the District. Few signs of this type remain in our cities.

These early space frame structures relate to current and historical architectural forms by R. Ruckminster Fuller

and Alexander Graham Bell, The Reunion Tower, The Watts Towers constructed by Simon Rodia, as well as art forms produced by Sol Lewitt, Claes Oldenburg, James Rosenquist, and the Constructivist and Minimalist art movements.

While these correlations do not necessarily justify landmark status, they do identify a related historical and artistic context as well as a need to constantly reassess the models through which we establish historical legitimacy.

5. PUBLIC SIGNAGE

- A. No alterations in regulatory signage is recommended. Sign placement frequency and mounting will be addressed under the Design Development Phase of the contract.
- B. The use of "metro modules" or equal as indicated by the DUP could be used in the District on the East-West Triplet as well as the Lamar-Ross and Ross-Elm intersections. While the contemporary modules are not necessarily inappropriate, it is proposed to use pedestal-type fixtures on the local streets.
- C. Since no standards are known to exist for public informational signing in Dallas, it is recommended that the City of Dallas commission a study to develop a comprehensive design system for the City which should be applicable to the West End Historic District.

6. ADDITIONAL RECOMMENDED DEFINITIONS, STANDARDS, AND STANDARDS TO AVOID

A. Definitions

- 1. Sign, Applied Painted, means any painted sign, directly applied to any part of the facade of a building, including doors and windows.
- 2. Sign, Applied Dimensional Formed, means any sign directly applied or imbedded on or in the facade made of images or letter characters of a three dimensional type.
- 3. Uninterrupted Plane, means a planer component of a facade contained by projections such as of beam, column, cornice, entablature, string courses, window and door frames, corbelling, or any structural or decorative element of a building facade.

B. Standards

- 1. No applied painted or applied dimensional sign can exceed 60 percent of the vertical dimension of the uninterrupted plane on which the sign is applied.
- 2. No applied dimensional sign can project farther than four inches beyond the plane on which it is applied.
- 3. No further use of the vertical applied signs should be allowed.

4. Applied signs should be limited to building name signs and owner company signs.
5. The maximum height of applied sign letters should be approximately 24 inches.
6. Supergraphics should not be allowed on historic buildings.

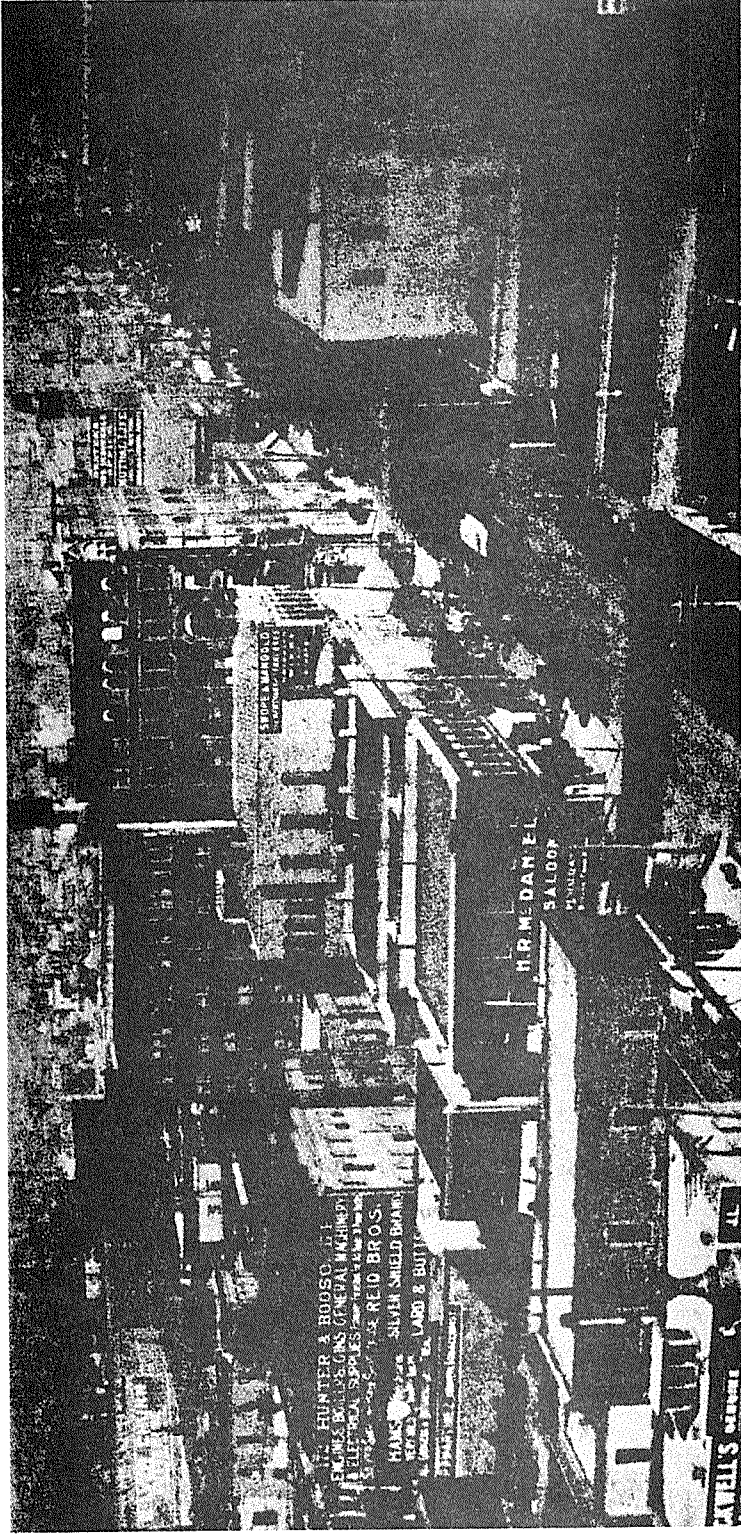
C. Standards to Avoid

It is recommended not to prohibit any of the following:

1. Variety
2. Contemporary Expressions
3. Specific Letter Faces
4. Neon or Fluorescent Light
5. Colors

7. RECOMMENDED FAMILY OF TYPE FACES FOR APPLIED SIGNAGE

Barkerville Bold
Beton Extra Bold
Beton Open
Caslon Black
Times Roman Bold
Cheltenham Heavy
Copperplate Gothic Bold
Craw Modern
Bodoni Bold
Franklin Gothic
Garamond Bold
Goudy Extra Bold
Stymie Bold
Stymie Extra Bold
Bookman Bold
Craw Clarendon
Egyptian Bold Condensed
Railroad Gothic
Century Schoolbook



Photographs of the West End Historical District, ca 1900. Signage is typical of commercial tenants and merchants of the area. Limited use of color was typical in this industrial/warehouse district. Signage and architectural motifs simplified as befitting the nature of the area. Brick the most prevalent building material. Signage typically applied directly to building facade and with little regard for scale, typography or refinement.



Merchant/Retail signage of the area was limited to direct, painted application on the facade, as well as secondary signage at the street level usually applied on the windows. Hand lettered, painted or gilded characters comprised the bulk of the street level signage. Many times window signage continued the black/white banding motif of the building identification. Projecting signs were employed on occasion, and as restraints were nonexistent, signage proliferated in an arbitrary manner, guided on by the design motif of the era and the economics and intended use of the area.

Alphabets for major building identification should be reflective of the historical nature of the area and capable of being interpreted in a variety of materials and applications.

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

Egyptian Bold Condensed

**ABCDEFGH
IJKLMNOP**

Beton Open

**ABCDEFGHIJ
KLMNOPQRSTUVWXYZ1234**

Copperplate Gothic Bold

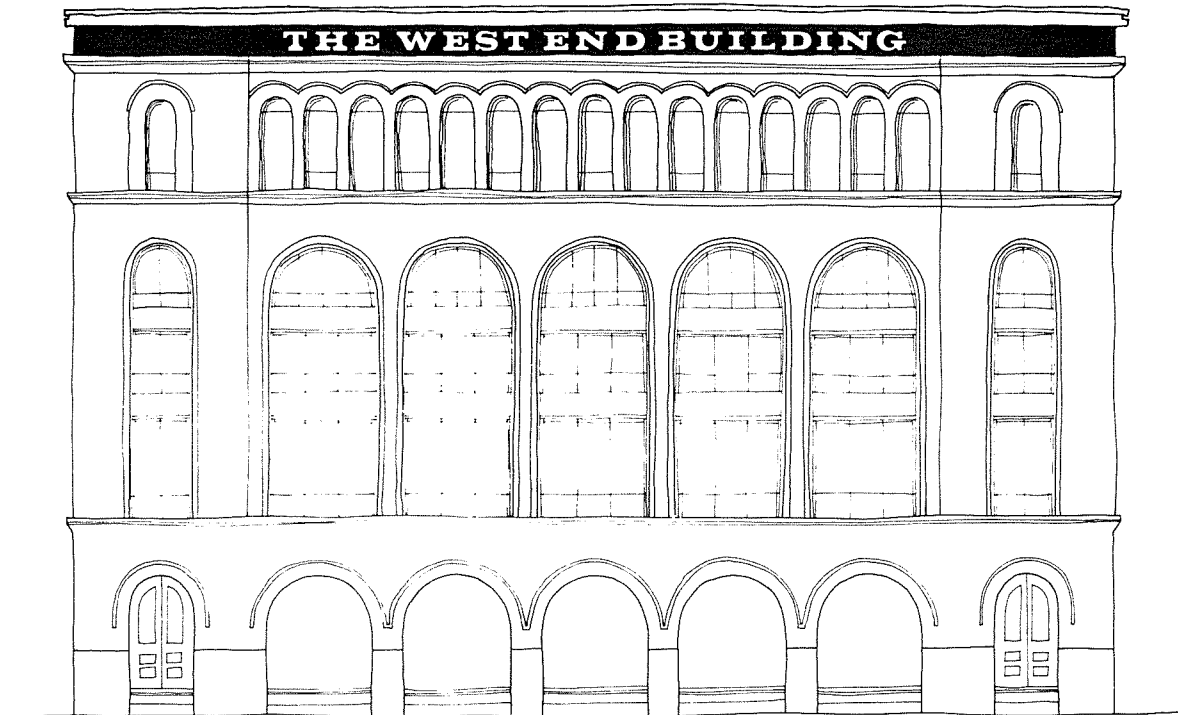
**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Railroad Gothic

This alphabet is suited for
open, dimensional letters at
the street level only.

**ABCDEFGHI
JKLMNOPQR**

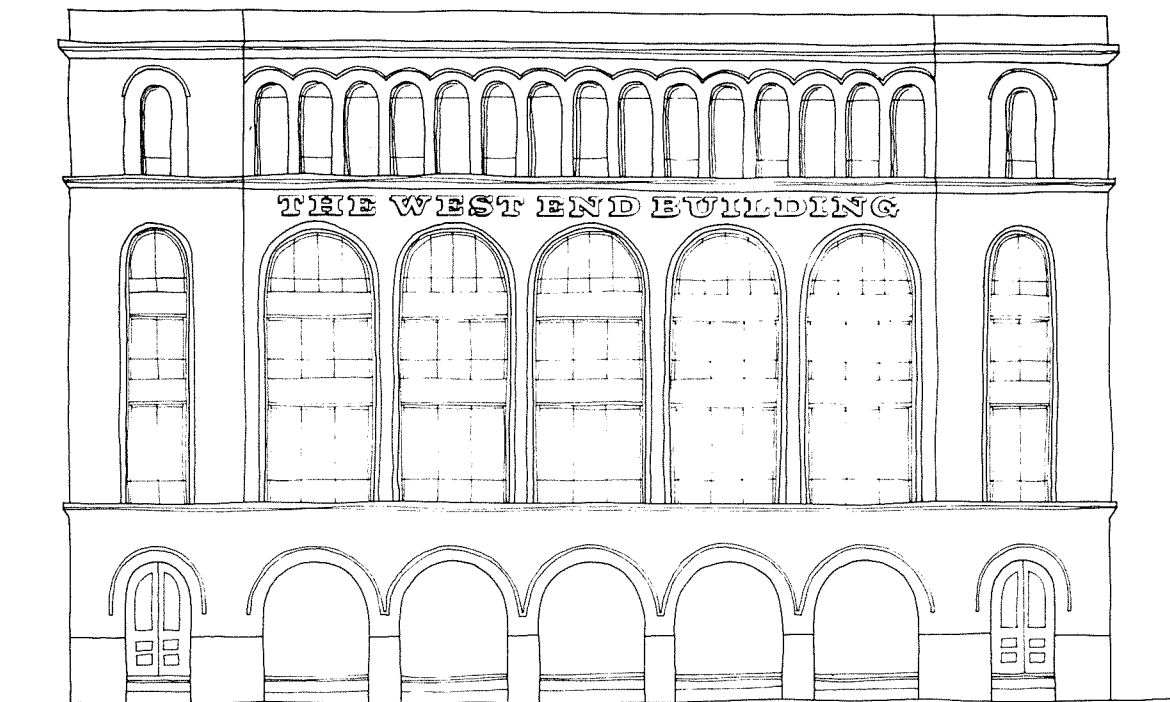
Century Schoolbook



Building identification treated with graphic band. This direction is in character with the historical treatment of the area. Recommended for buildings where the architectural details allow for strong placement of this element above the cornice line. Use of this treatment below the cornice line involves very selective placement for compatibility with architectural details. Existing graphics of this nature should be saved where possible. Limited selection of typographic styles. Borders dependent upon architectural detailing of building.

Color can be treated as a positive or negative element (negative shown). Colors should be limited to black, white and natural color of the brick facade.

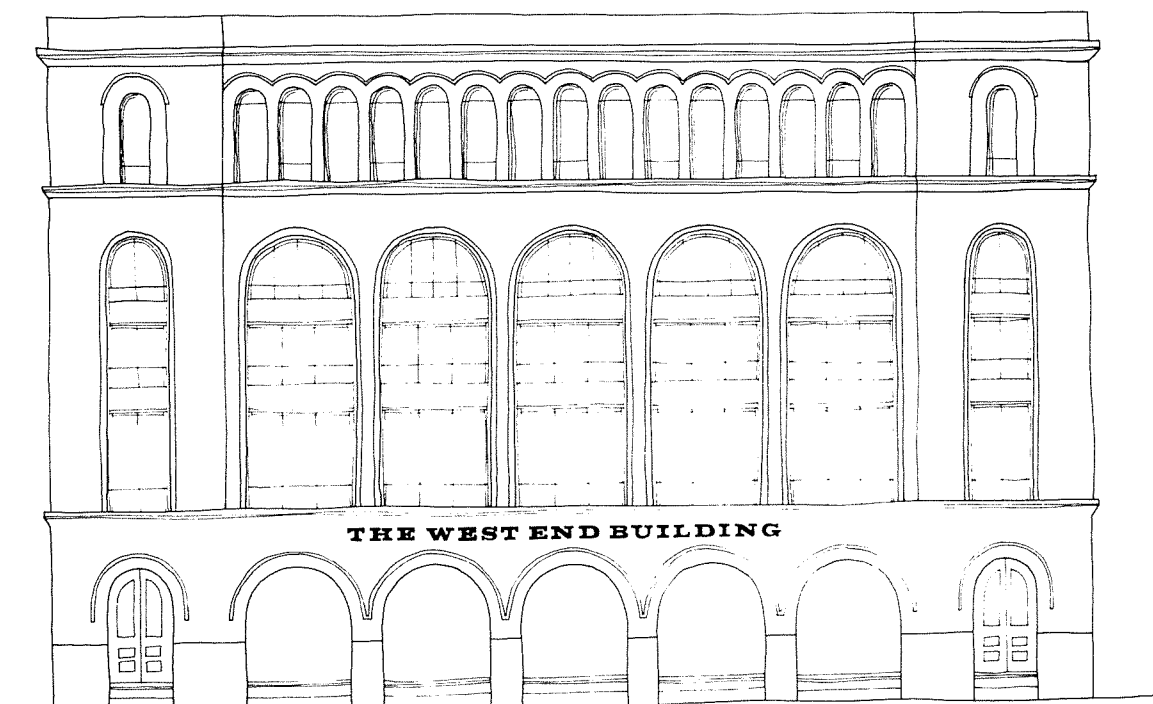
Scale of letters is important. Must have a monumental quality.



Example of building identity above street level. Painted letters without graphic band or applied open dimensional letters. Materials can vary: brass, chrome, copper, gilded, bronze, porcelain enamel, wood. Colors should be reserved. Position on facade should be in consonance with architectural detailing. Size of letters should correspond to the scale of the building facade. Typestyle to be limited.

BUILDING IDENTIFICATION

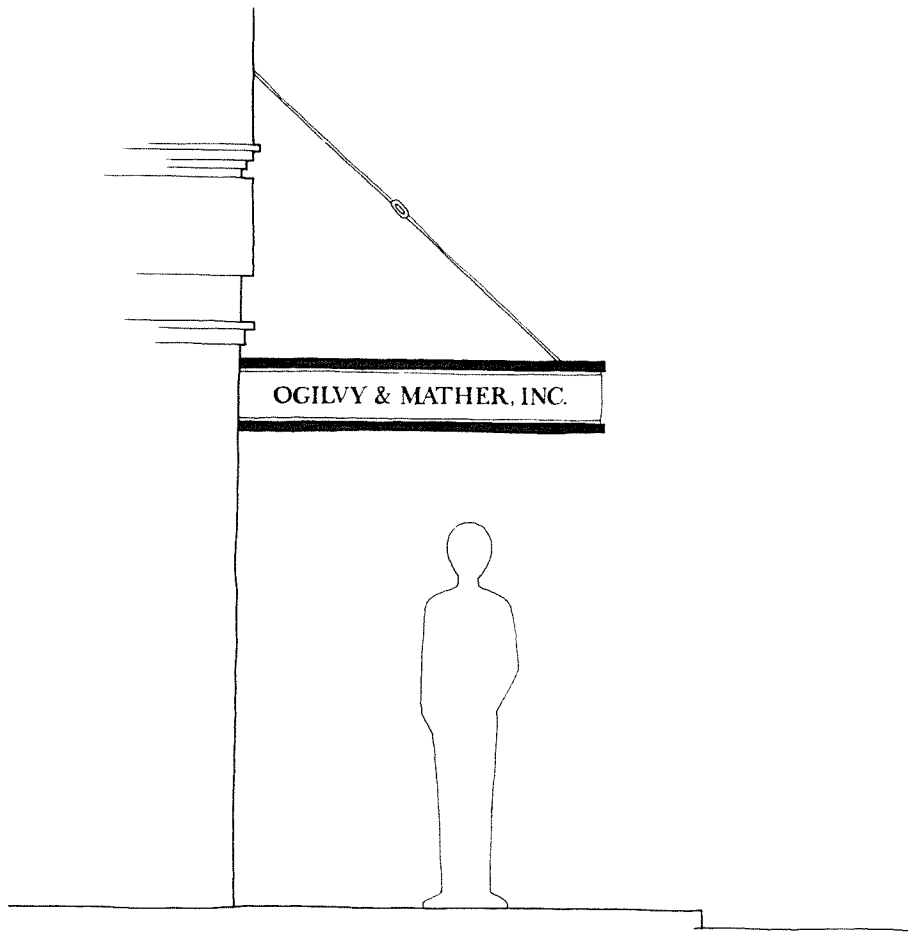
Fig. 5



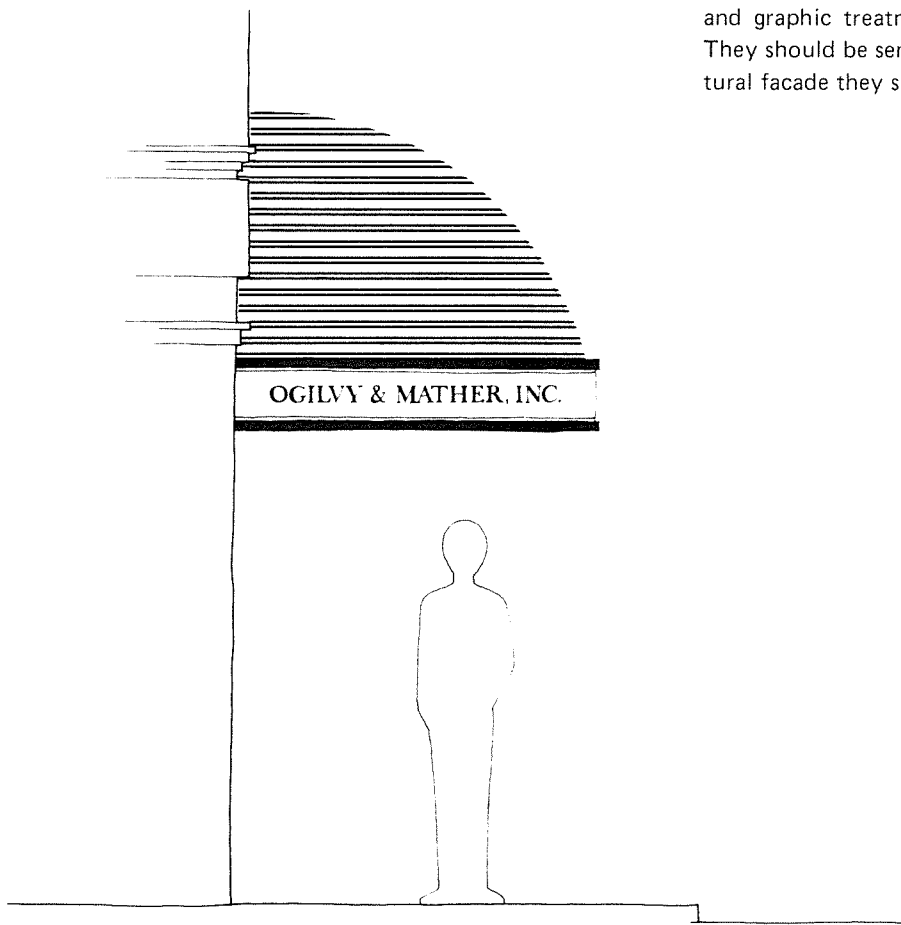
Example of building identity at the street level. Oriented for pedestrian scale. Painted letters without band or open, dimensional letters. Materials can vary: brass, chrome, copper, bronze, porcelain enamel, gilded or wood. Colors should be reserved. Position on facade should be correlated to street level orientation for pedestrian viewing. Size of letters should be smaller than if placed on the building. Typestyle should be limited.

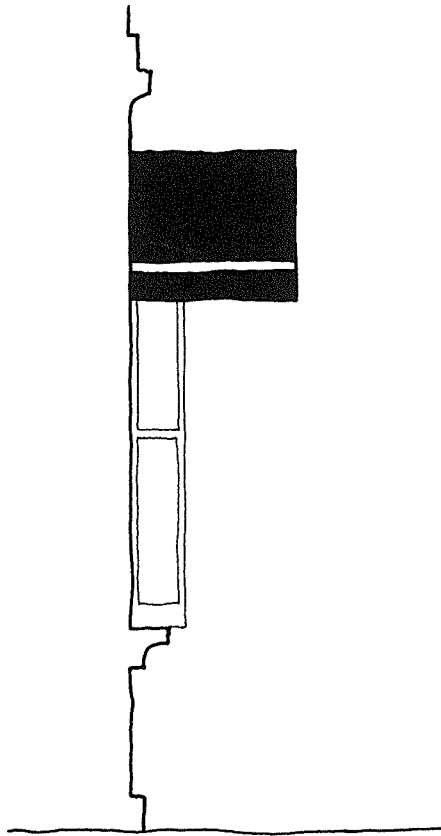
BUILDING IDENTIFICATION

Fig. 6

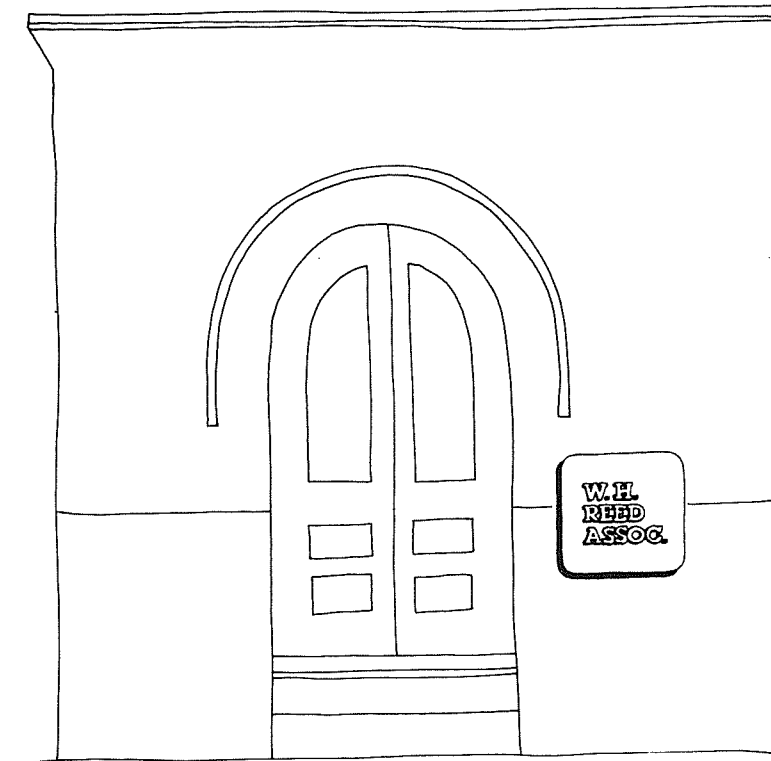


Projecting canopies for building entries. The canopies create a sense of presence to the buildings and improve the streetscape profile. Alternative shapes, colors and graphic treatment are permissible. They should be sensitive to the architectural facade they serve.

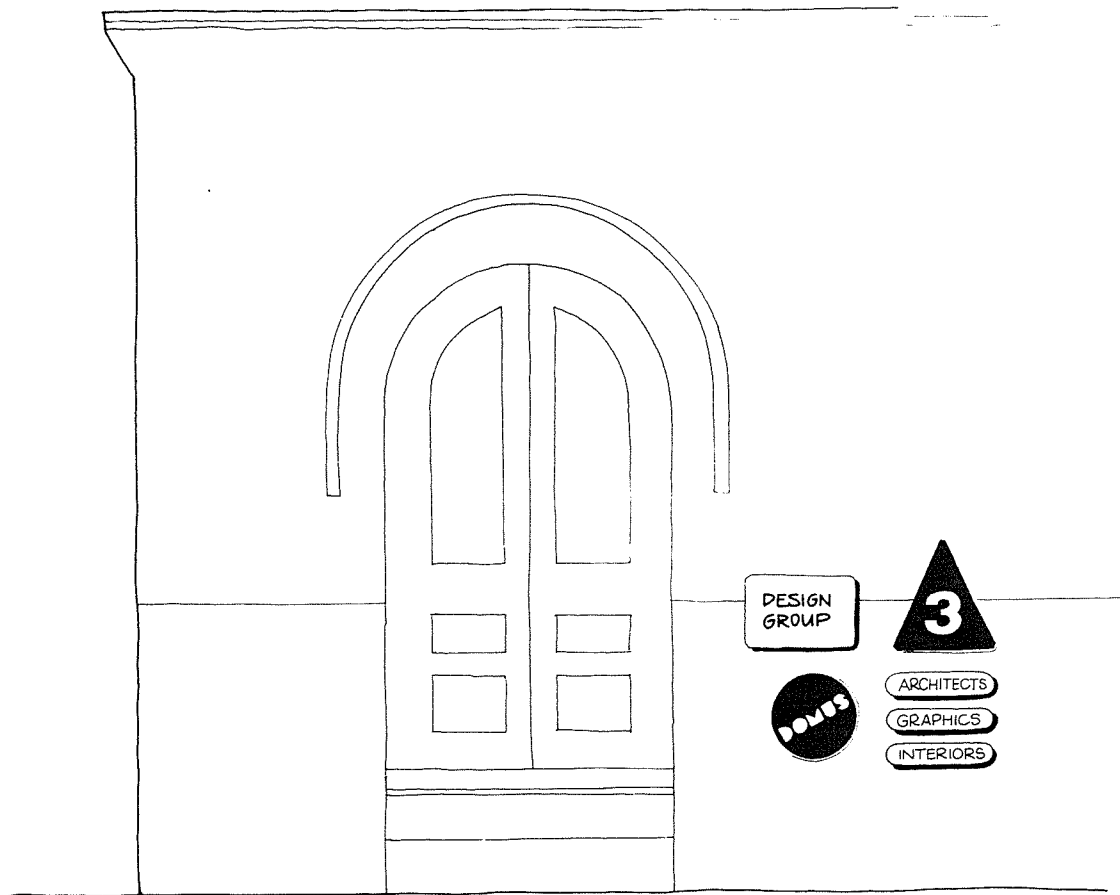




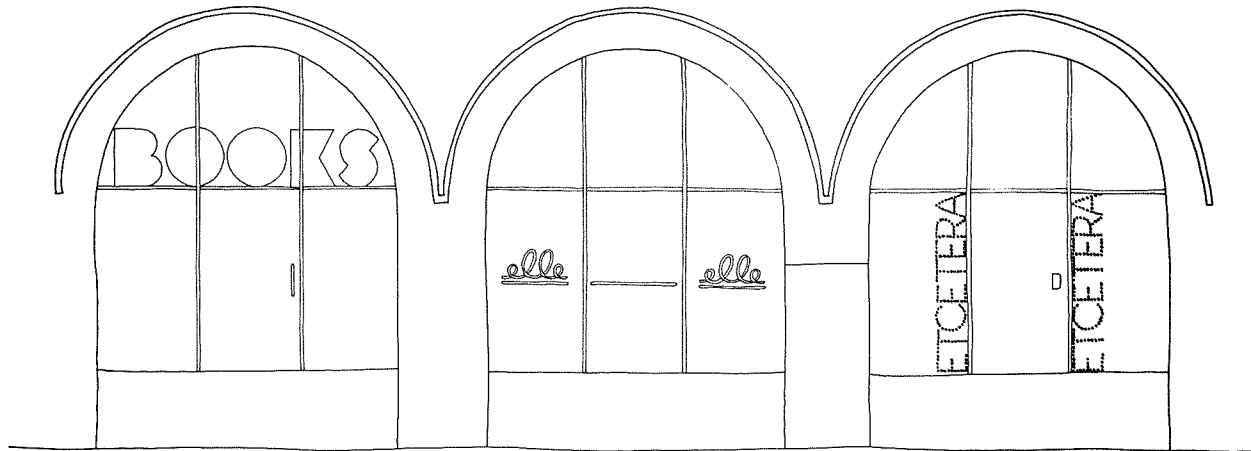
Projecting canopy for building entry. Creates presence and improves streetscape profile.



Plaque identity for commercial tenant. Variety of materials: brass, porcelain enamel, chrome, etc. Debossed/intaglio letters.



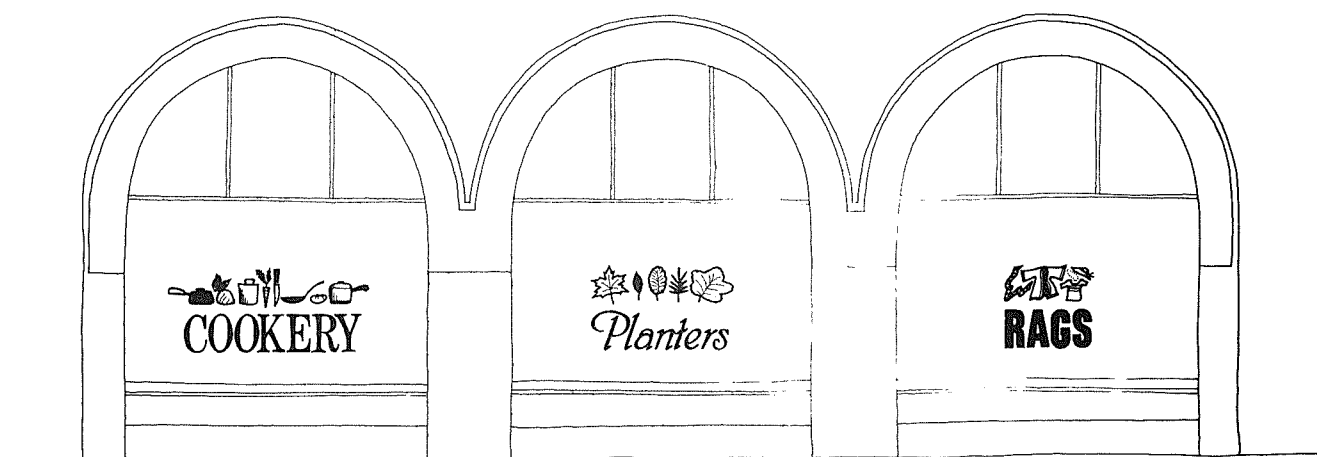
Identification at street level of multiple commercial/professional tenants. Each tenant is allowed to develop their own identity. Diversity gives character to entry. Variety of materials: porcelain, wood, metal, etc. Shapes and sizes to vary.



Series of retail tenants. Identification of shops on interior of display windows. Contemporary graphics and unique lighting effects to create excitement outside. Neon, incandescent, mirror and mirror plexiglass as possible signage elements. Few limitations on color.

MULTIPLE RETAIL TENANTS

Fig. 9



Retail shop identity. Festive, characterological graphics reflective of tenants business. Application in a variety of processes: silkscreened, vinyl, stencil, gold leaf, etc. Graphics plus window display create street ambiance - bright colors and imagery. Surface area of signage area should be regulated.

MULTIPLE RETAIL TENANTS

Fig. 10

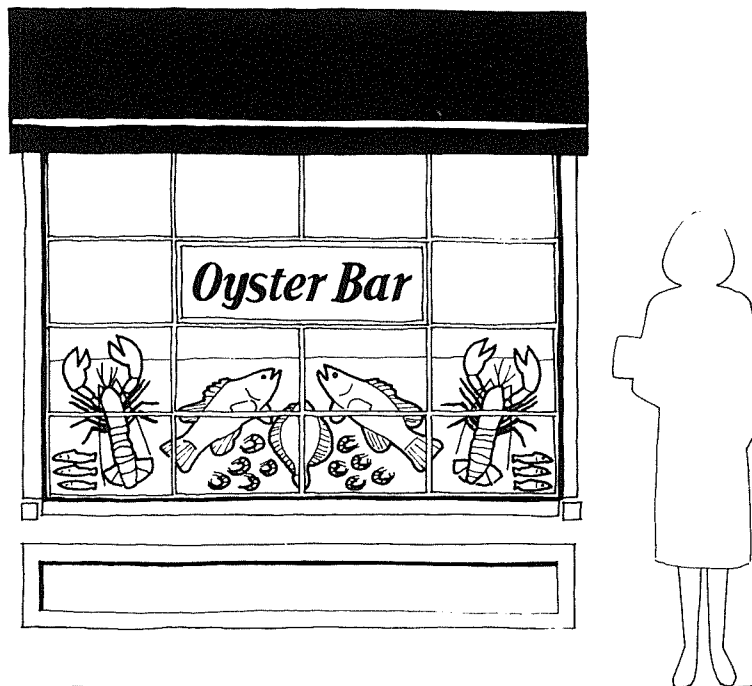


Single, large retail tenant. Festive atmosphere created by colored, projecting canopies. Contemporary graphics. Graphic treatment on windows can be created through a variety of executions: silkscreen, gold leaf, stencil, vinyl. Few limitations on color. Guidelines should be developed for maximum allowable area of signage on window surfaces.

SINGLE RETAIL TENANT

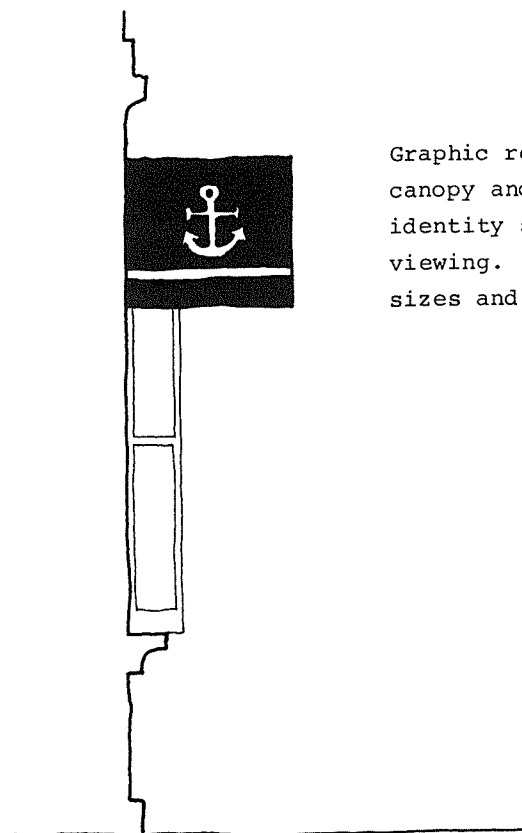
Fig. 11

Retail display becomes integral component of area graphic quality. Lighting and sensitivity to displayed materials create character and marketing vehicle for the tenant and ambiance for the street.



Front Elevation

Sign panel inset into fenestration. Variety of materials: etched glass, gold leaf, silk screen.



Graphic relationship between canopy and sign. Projecting identity signs for pedestrian viewing. Variety of shapes, sizes and materials.

Side Elevation

Graphics on this building show examples of design solutions to be avoided

Interior illuminated plastic signs are inconsistent with character of area.

Exposed conduit appears temporary and poorly planned.

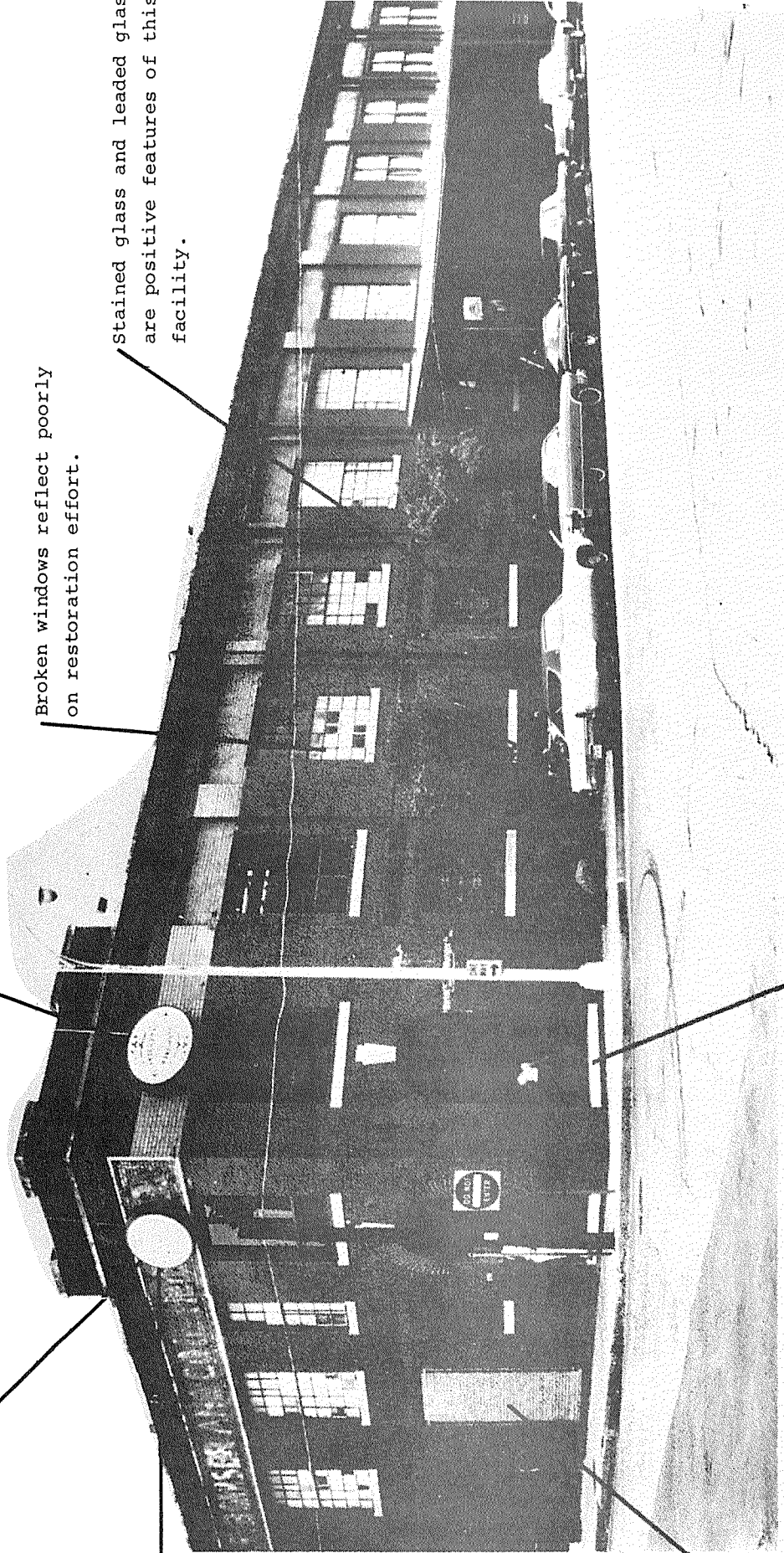
Broken windows reflect poorly on restoration effort.

Stained glass and leaded glass are positive features of this facility.

Sign shape is incongruous with graphic band. Band should either be sandblasted out or preferably repaired and used as the building sign.

Stop gap impression of restoration process.

Weak solution for articulation of entrance.

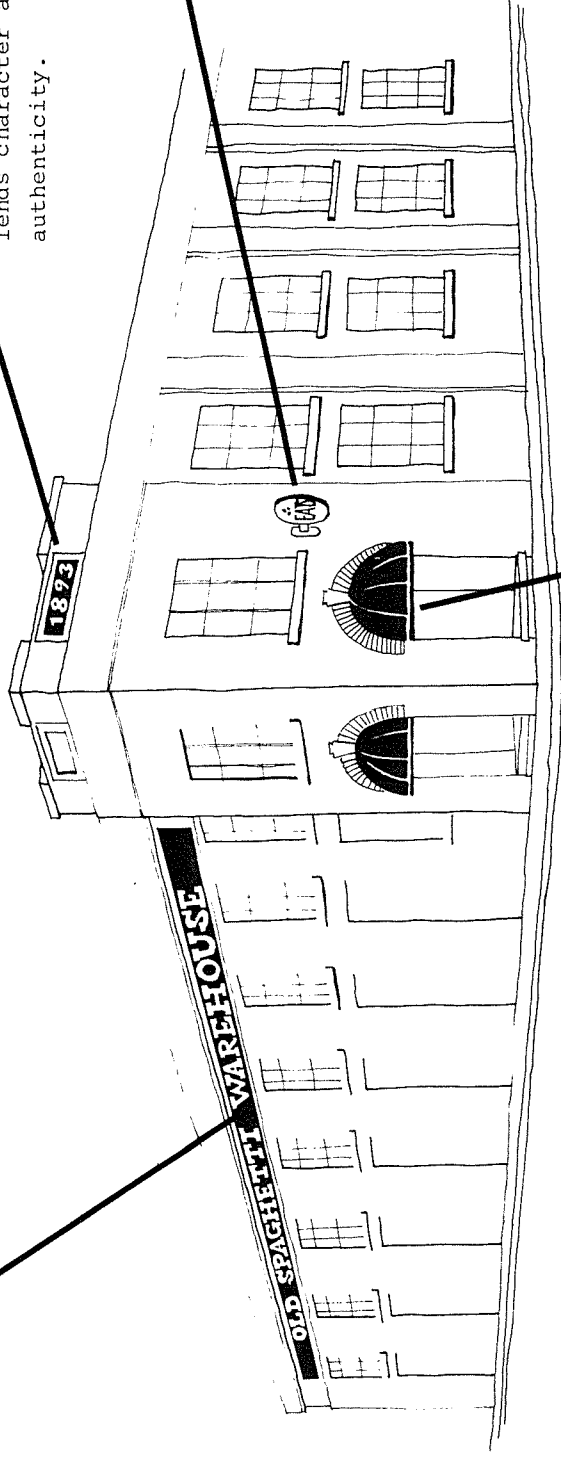


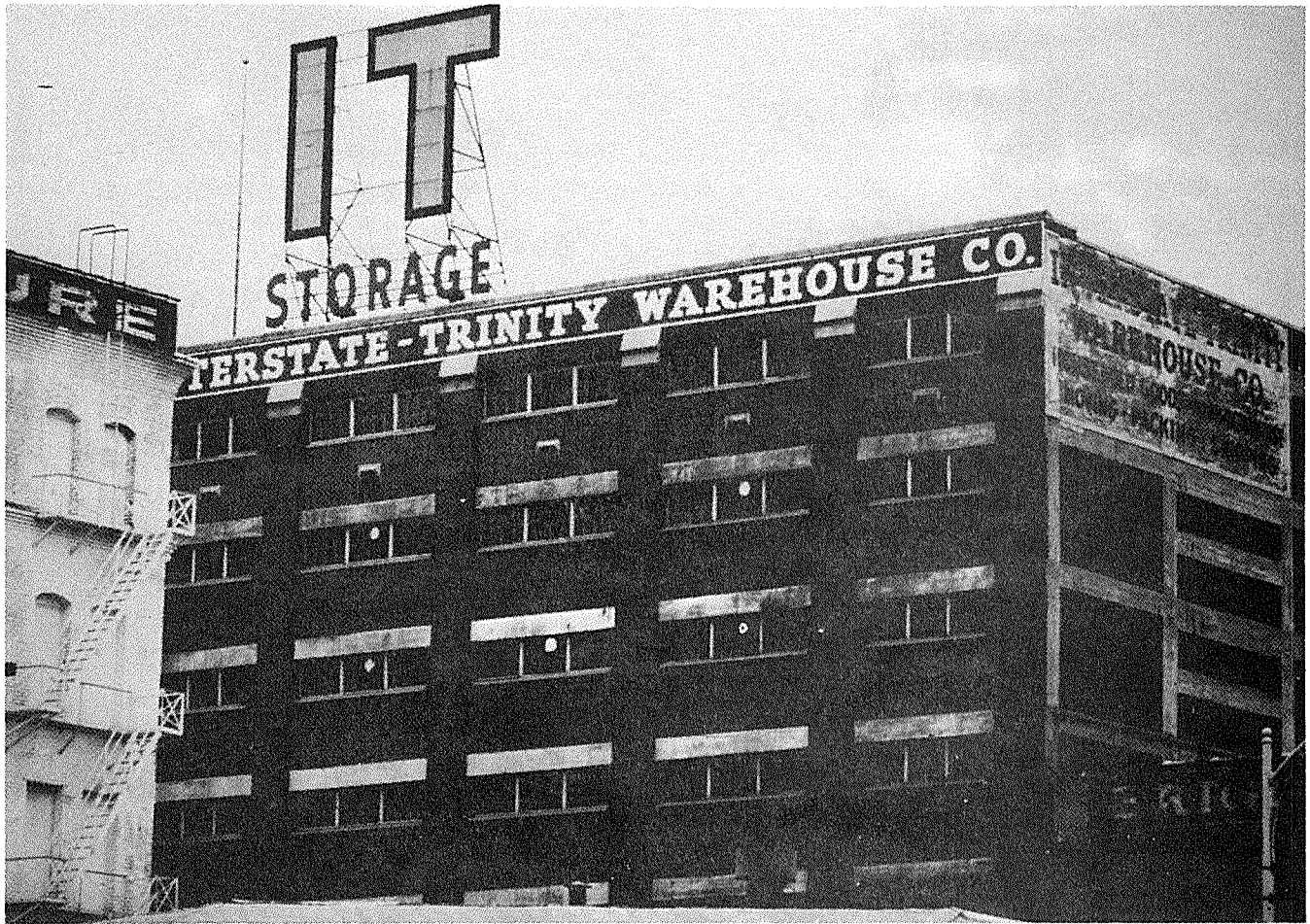
Graphic band maintains integrity of original building graphic.
Exterior illuminated.

Date of building construction
lends character and historical
authenticity.

Small, projecting sign. Spot
lighted or neon lighting. Entire
area should discourage interior
illumination, "can" type signage.

Canopy to accentuate entrance.

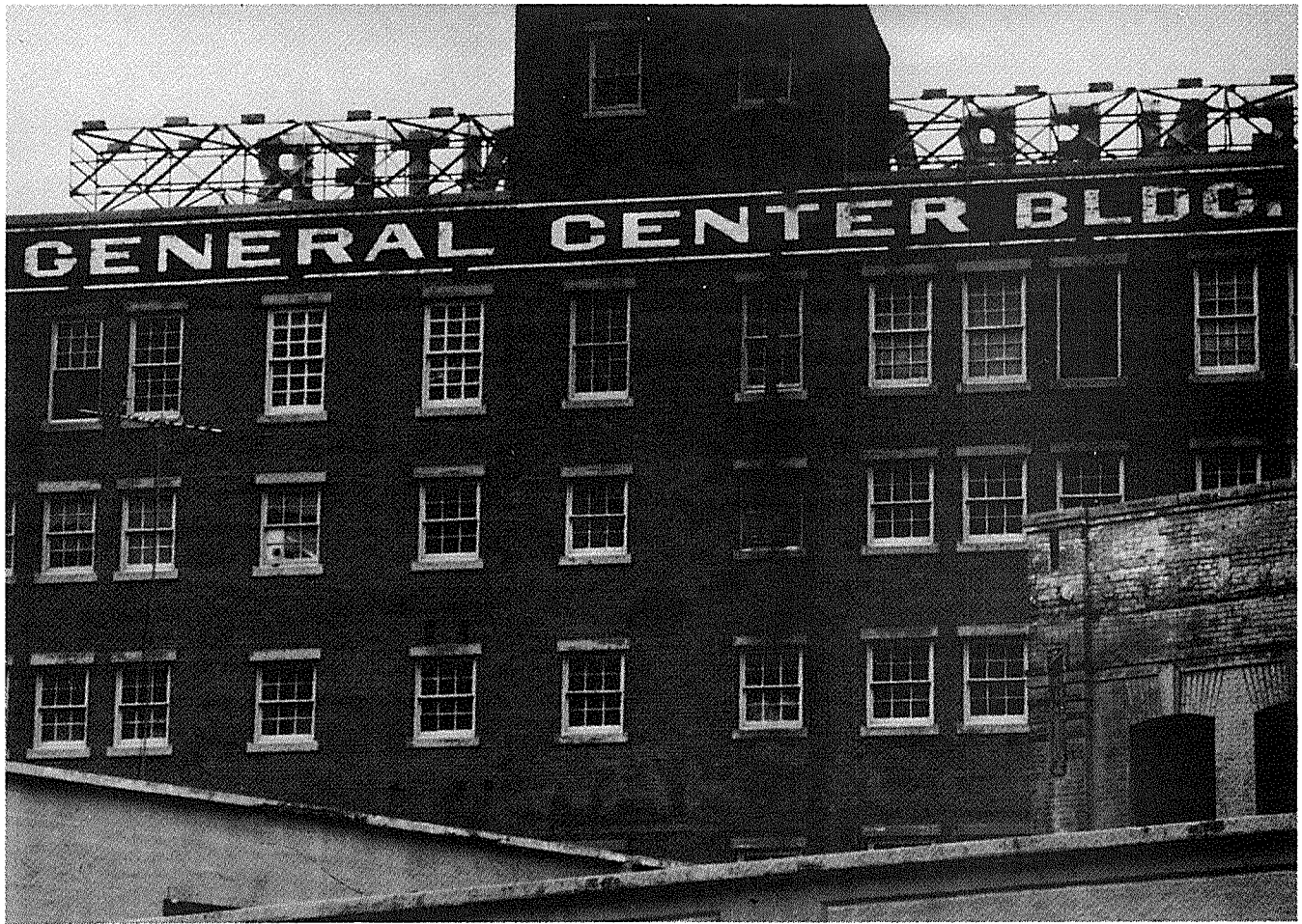




A few roof-top signs of significant scale and complexity are located within the district. Although the Dallas city sign ordinance calls for a phased removal of roof-top signs, the ones located in the West End district have a character and ambiance which should be preserved. They are intricate sculptural elements of value beyond their advertising functions.

FIG. 15

EXISTING BUILDING IDENTIFICATION



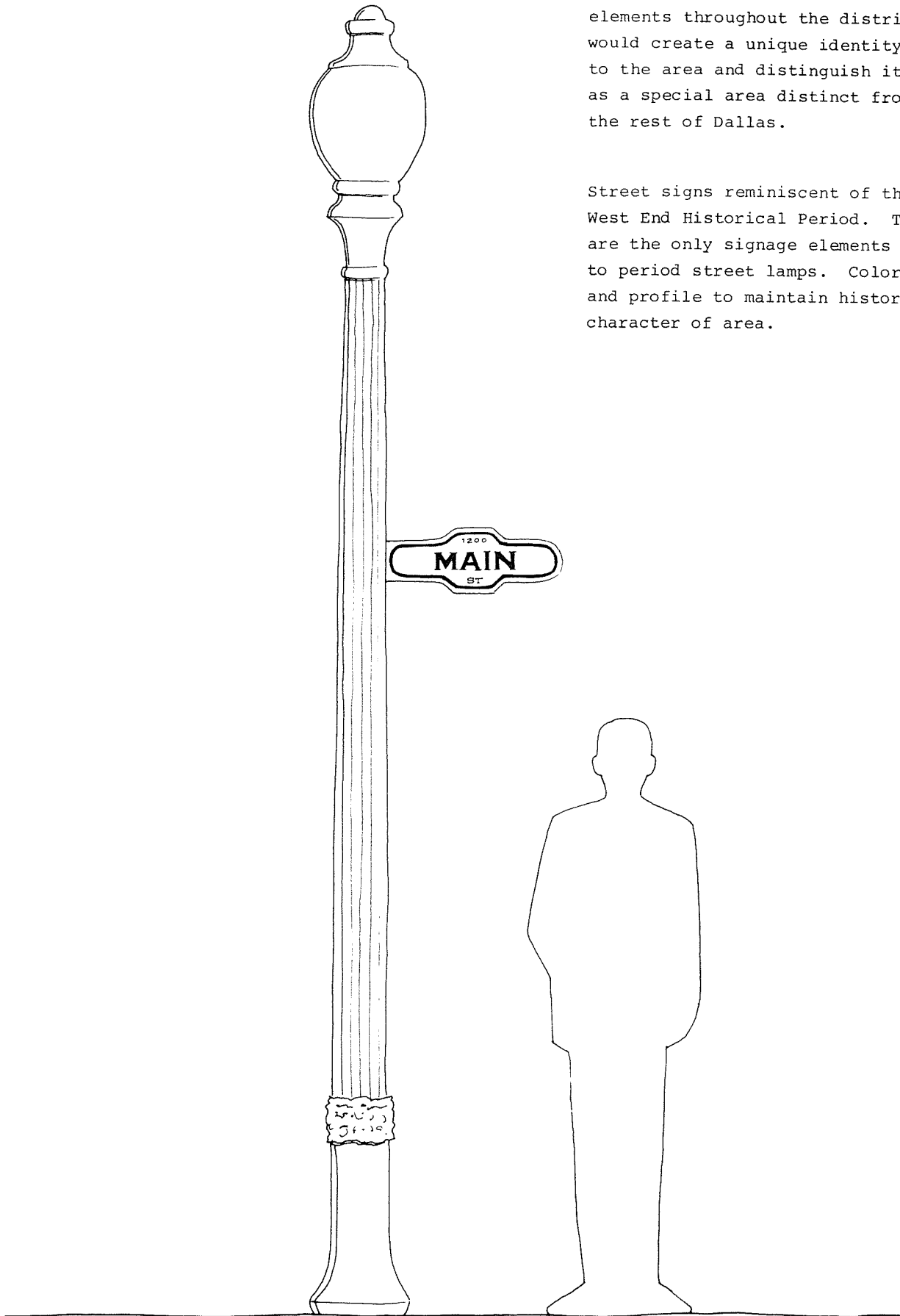
There exist within the area numerous examples of painted identity graphics which contribute in large part to the character of the district. Where the condition of these graphics is good and the messages they convey remain relevant, they should be preserved.

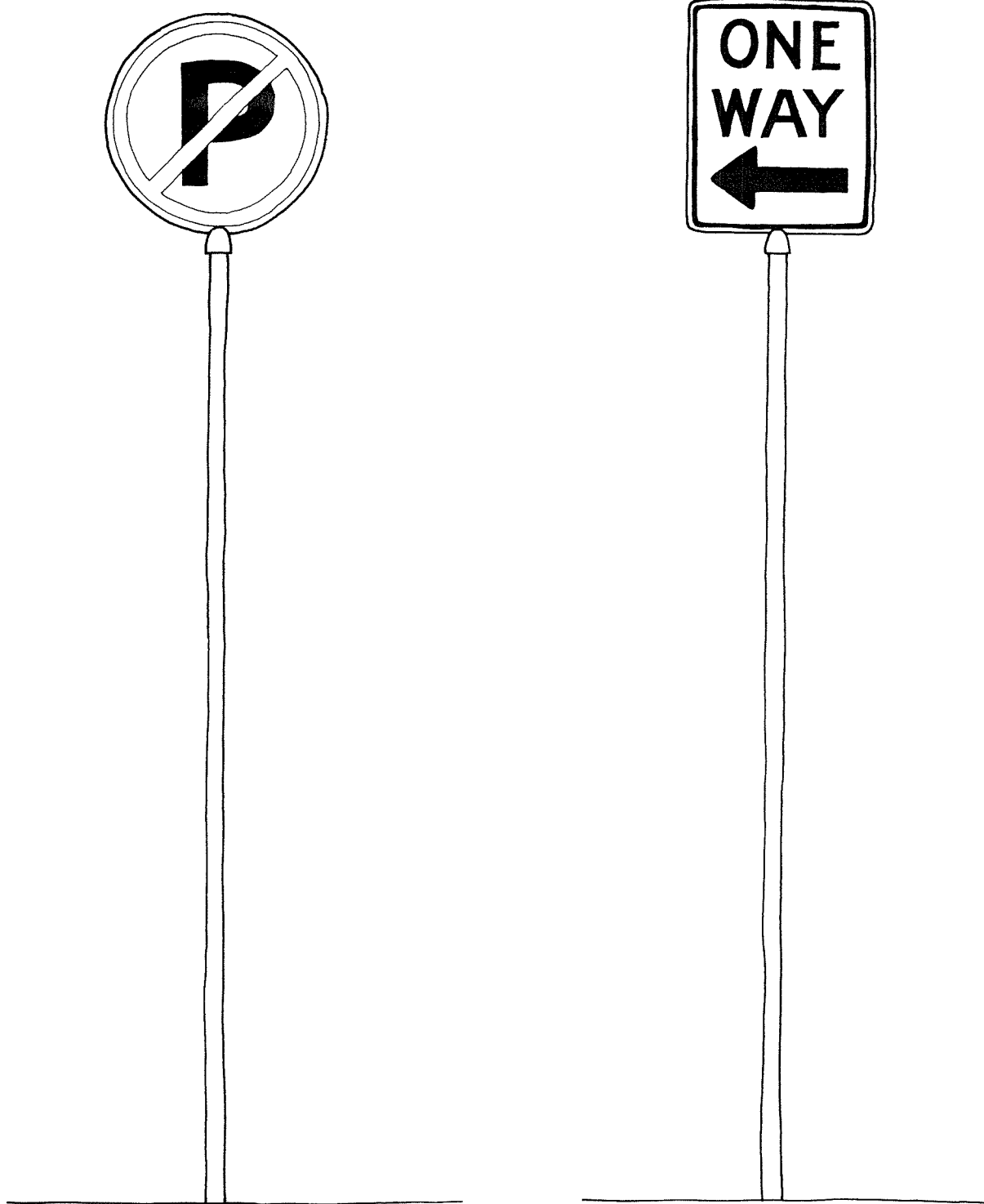
FIG. 16

EXISTING BUILDING IDENTIFICATION

Use of historically authentic street light fixtures with street signs reflective of the period. The use of these elements throughout the district would create a unique identity to the area and distinguish it as a special area distinct from the rest of Dallas.

Street signs reminiscent of the West End Historical Period. They are the only signage elements attached to period street lamps. Color, type and profile to maintain historical character of area.





Regulatory signs are ubiquitous and can easily subtract from the visual quality and character of a streetscape. The treatment of the regulatory signs in the West End district should be sensitive to placement and location of such signs. They should be treated simply and straightforwardly, consistent with their function. This approach is reflected in this figure, with the messages being treated as singular statements on simple unobtrusive standards.

Informational Signage

The West End district will have a requirement for informational signs explaining points of interest, historical information, etc. These signs should be uniquely designed reflecting an image and character distinct to the district, and yet remaining clear, functional and simple. They are vehicles for conveying information and should not be obtrusive.

APPENDIX B - DRAINAGE

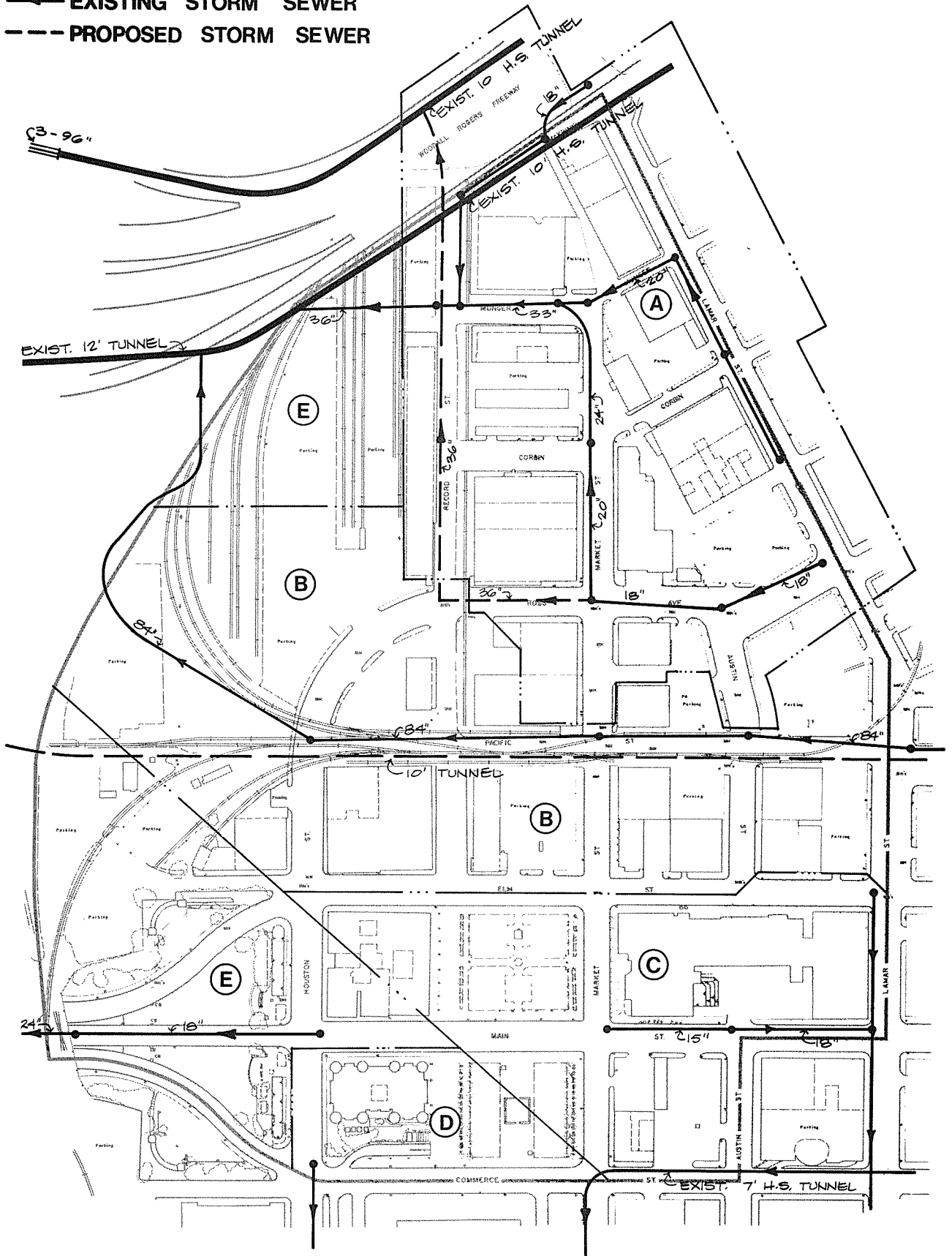
The District contributes runoff to basically five drainage areas as described in the Central Business District Drainage Study, dated October 30, 1979. As shown on the drainage exhibit, area "A" represents approximately 23 acres of the total 694 acres presently contributing to the existing 10-foot horseshoe sewer near Woodall Rodgers. Area "B" represents approximately 18 acres of the total 106 acres contributing to the existing 84-inch sewer in Pacific Avenue. Area "C" represents approximately 10 acres of the total 335 acres contributing to the existing 7-foot horseshoe relief sewer in Commerce Street. Area "D" represents approximately 3 acres of the total 91 acres contributing to an existing 102-inch sewer in Stemmons Plaza. Area "E" represents approximately 11 acres contributing to the existing 13-foot horseshoe sewer in Industrial Boulevard.

As shown on the exhibit, the newly constructed 12-foot horseshoe relief sewer at Woodall Rodgers will relieve the existing 10-foot horseshoe sewer at Woodall Rodgers. The proposed 36-inch - 48-inch collector system within area "A" is designed to relieve the existing storm sewers within that area and remove 23 acres of runoff from the 10-foot horseshoe sewer at Woodall Rodgers. The proposed 10-foot horseshoe sewer in Pacific Avenue is designed to relieve the existing 84-inch sewer in Pacific Avenue.

As future development within the District continues and improvements are made within the street ROW's; collector systems, laterals, and inlets should be designed to carry the design flow to existing or new relief sewers as recommended by the October 1975, Central Business District Drainage Study.

LEGEND

- DRAINAGE AREA LIMITS
- EXISTING STORM SEWER
- PROPOSED STORM SEWER



EXISTING & PROPOSED DISTRICT DRAINAGE

WEST END HISTORICAL DISTRICT

DALLAS
 TURNER COLLIE & BRADEN, INC.
 DALLAS
 SWA GROUP
 HOUSTON

TEXAS
 CONSULTING ENGINEERS
 TEXAS
 LANDSCAPE ARCHITECTS PLANNERS
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