

**Dallas Landmark Commission
Landmark Nomination Form**

1. Name EAST SIDE WAREHOUSE DISTRICT

historic: Chevrolet Motor Company/ Hesse Envelope Co.

and/or common: Record Storage Building

date: 1923

2. Location

address: 3221 Commerce Street

location/neighborhood: Deep Ellum

block: 848

lot: 8 and 9

land survey:

tract size:

3. Current Zoning

P D 269

4. Classification

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

5. Ownership

Current Owner: Westdale Properties, Inc.

Contact: John Miller

Phone: 214-303-1925

Address: 1925 San Jacinto Street, 3rd Floor

City: Dallas

State: Texas Zip: 75201

6. Form Preparation

Date: 1/2/98

Name & Title: Tiffany Tuley

Organization:

Contact:

Phone: 806-795-0102

7. Representation on Existing Surveys

Alexander Survey (citywide) local state national

 National Register

H.P.L. Survey (CBD) A B C D

 Recorded TX Historic Ldmk

Oak Cliff

 TX Archaeological Ldmk

Victorian Survey

Dallas Historic Resources Survey, Phase high medium low

For Office Use Only

Date Rec'd: _____ Survey Verified: Y N by: _____ Field Check by: _____ Petitions Needed: Y N
Nomination: Archaeological Site Structure(s) Structure & Site District

8. Historic Ownership

original owner: Milam-Fife-Connor Investment Co.

significant later owner(s): Hesse Envelope Co.

9. Construction Dates

original: 1923

alterations/additions:

10. Architect

original construction: Lang and Witchell

alterations/additions:

11. Site Features

natural:

urban design:

12. Physical Description

Condition, check one:

Excellent

good

Fair

deteriorated

ruins

unexposed

unaltered

altered

Check one:

original site

moved(date _____)

Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). laborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.

The building at 3221 Commerce Street was built in 1923 and leased by the Chevrolet Motor Company. Milam-Connor, the owner, applied for a building permit on February 19, 1923 to build a \$110,000 four story concrete warehouse with brick curtain walls. Lang and Witchell designed the building and Hughes-O'Rourke Construction Co. built it. Lang and Witchell, the Dallas architecture firm that dominated Dallas construction between 1910 and 1942, also designed the Sears building and the Higginbotham-Bailey building. The Chevrolet Motor Co. building appears as a scaled down version of both these noteworthy buildings. Horizontal bands of concrete, brick and windows dominate all three buildings. The Chevrolet Motor Co. building is a Chicago style building with Art Deco style decorative features.

Born in 1864 in Freilburg, Germany, Otto Lang was educated at the Karlsruhe Polytechnic Institute. Moving to the United States in the late 1800s, he worked for various local architectural firms that included J. Reily Gordon, one of Texas' leading architects at the time. In 1890 he became chief designer for the Texas and Pacific railroad where he was responsible for the second Gould Building and Fort Worth's T&P Depot. Witchell moved from San Antonio to Dallas in 1898, to work for the prominent firm of Sanquet and Staats. In 1905, Lang and Witchell formed their partnership. During the 1910s and 20s, the firm was one of the largest and most successful in Dallas. (Singleton 4).

South façade

The South façade is the entrance to the building. It is four stories high with six bays across. Projecting concrete dividers with triangle capitals separate each bay. A concrete square

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decorative motif is above each concrete divider. A parapet wall tops the building and is stepped with a center decorative chevron type motif over the end bays. A concrete band tops the entire parapet wall.

Horizontal concrete bands above and below bands of metal casement windows dominate each façade of the building. The metal casement windows are a series of windows; a four by five window, then a double five by five window, and another four by five window. There is no space between the windows. Each bay has casement windows with three exceptions. The first floor southeast bay has a modern glass and aluminum double door and a triple six pane window. The first floor southwest bay is a truck loading bay with a roll metal door. The second floor second bay has a quadruple eight pane window band, shorter than the other window bands.

The red brick curtain walls are common bond pattern with a concrete foundation wall.

East facade

The east façade is four stories high with five bays separated by concrete dividers like the south façade. These concrete dividers also have triangle capitals and square decorative motif above each capital. A parapet wall tops the façade and is raised on the corners. The southeast corner is like the south facade corners and the northeast corner is narrower and without a decorative motif. A concrete band tops the parapet wall.

Horizontal concrete bands are above and below the bands of metal casement windows. The first bay has two, six by five metal casement windows separated by a vertical band of brick. Bays 2-4 have a casement window band of a four by five window, a double three by five window, and another four by five window. The fifth bay has a four by five window. The first floor windows are boarded in and only bays four and five are visible.

A one-story triangle shaped building is attached to East facade.

North facade

The North façade is four stories high with six bays across. The first bay is angled about 30 degrees to bay two. The remaining bays repeat the horizontal pattern of the building. The concrete banding is wider on the fifth bay. Concrete dividers with the triangle capitals are between each bay. Bay six is five stories and is solid brick with no windows. A double concrete divider is between bay one and bay two. There is a metal drainpipe on top of the concrete divider between bay two and bay three. The concrete divider of bay one has a painted sign that reads "Dock 3." A parapet wall crowns the building and it is punctuated by a chevron above bay one and bay six.

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Bay one has bands of casement windows consisting of four, five by five metal windows. The second through fourth floor has bands of windows while the first floor is the loading dock. On the first floor, the first bay has a modern aluminum door, the second bay has a six by five metal casement window and an aluminum roll dock door. The third bay has the same windows as the upper floors, while the fourth bay has a modern aluminum door. The fifth bay has the same window as the upper floors and the sixth bay is bricked in. A loading platform spans bay two through bay six.

West facade

The West facade is four stories high with five bays across; bays one and five are bricked in with no windows. Bay one is five stories. There are concrete horizontal bands between each floor. A parapet wall tops the West facade and it has a sign painted on it that reads, "Dallas Secured Record Storage."

Bays two and three have two, five by five casement windows separated by a vertical band of brick. The fourth bay on the second floor has one, five by five window.

A one story building is attached to the first floor.

13. Historical Significance

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

Constructed in 1923, the Chevrolet Motor Company Building is an early Dallas example of fireproof construction of reinforced concrete frame with brick curtain walls. The building opened as the Chevrolet Motor Co. assembly plant and is significant as the second car assembly plant in Dallas that further represents Dallas as a southwest center for distribution.

In 1923, five years after General Motors had acquired Chevrolet, the company decided to move the Chevrolet Motor Co Southwestern Headquarters from Fort Worth to Dallas. The plant had been in Fort Worth for seven years and assembled the popular "490" series, a car made to compete with Ford's Model T. The Dallas assembly plant was part of a General Motors expansion that included new plants under construction in St. Louis, Memphis, and Denver. It was the second automobile assembly plant in Dallas and followed the Ford Assembly Plant located at 2700 Canton Street. In 1923, the Chevrolet plant was considered one of the most important additions to Dallas' industrial history. (*Dallas Magazine* March 1923).

In 1916, the Fort Worth plant had opened during a Chevrolet expansion that included new plants in Bay City, Michigan; Toledo, Ohio; and Oakland, California. The Fort Worth assembly plant had opened to build the "490" series and directly competed with Ford's Model T (Dammann 19). It was a car produced for the same price as the Model T, \$490, hence the name of the car. This car sold faster than any other Chevrolet model (Langworth 25). The "490" series began the Ford - Chevrolet competition that exists today. The Fort Worth plant produced 2,841 of these cars in 1917 (Dammann 22).

In 1923, the same year of the move of the Fort Worth assembly plant to 3221 Commerce Street, big changes were happening at GM. A.P. Sloan replaced Pierre duPont as President and CEO of General Motors while duPont remained as Chairman. It was also a year for changing the models that Chevrolet offered. The popular "490" was discontinued in 1923 and replaced by the Superior Series B. General Motors also opened the first Chevrolet plant overseas in England (Langworth 78-81). The Dallas assembly plant probably built the "490" replacement, Superior Series B.

The Chevrolet Motor Co. remained in 3221 Commerce through 1935, 12 years after they had moved in.

In 1936, The United States government operated the US Resettlement Administration office in the building that included: Rural Resettlement Regional Office No. 8 and the District Finance Office. In 1939, the United States Department of Agriculture moved into the building. The agriculture department included the Resettlement Administration and the Farm Security Administration. The United States Treasury Department had their State Accounts Section in the building as well. Also, Texas Rural Communities, Inc. had an office in the

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building.

After 1940, the building became vacant until 1948 when the Hesse Envelope Co., a long-time Dallas company moved in. They produced envelopes and file folders until 1962 when they expanded into lithography printing on envelopes, letterheads, and advertisements (DMN 6-12-65). Their slogan was "If it's an envelope, Hesse makes it!" (DTH 9-24-56).

The Hesse Envelope Co. had a long history in Dallas. The company began as a branch of Hesse Envelope and Lithography Co. of St. Louis founded by F.H. Hesse in 1906. The first office was located on Commerce Street near the old City Hall. In 1912, Hesse sold out to a group of Dallas businessmen including W.F. Winn and F.G. Love. These men developed Hesse into one of the fore most envelope companies in the South by 1931. The company left the first Commerce St. location to move to Ross and Austin for five years and then Caruth and Carter for 44 years (DMN 6-27-65). In 1930 the plant employed 60 to 70 employees, the plant capacity was 1 million envelopes daily, and \$400,000 business yearly.

Needing more space, the company purchased 3221 Commerce in 1948. By 1956, the company was one of the largest envelope and file folder manufacturing plants in the southwest. 1956 was the company's 50th Anniversary that they celebrated by having an open house, tour, and refreshments for 2,000 Dallas area customers. Their clients included individuals and wholesalers. In a 1956 *Dallas Times Herald* article, the building at 3221 Commerce was described as a modern four floor brick and concrete structure with over 60,000 square feet of manufacturing space. It included truck bays, manual storage, inventory and packing facilities, and general offices. At this time the company employed 106 Dallas residents, was 100% Dallas owned, and had 98% employee-owned stock. They produced 1 million envelopes daily, had 10 salesmen, and the distribution area covered more than four states. They had produced 7000 million envelopes since its founding (DTH 9-24-56).

By 1965, Hesse Envelope Co. had outgrown the space at 3221 Commerce St. They built a new 55,000 square foot plant at 10231 Plano Road at Lyndon B. Johnson Highway where they housed the first five-color press and several 2- and 3-color presses. At this time Stephen J. Hay was the president of the company. W.F. Winn who bought the company from Mr. Hesse in 1912, was Mr. Hay's grandfather. Mr. Hay's other grandfather, S.J. Hay, was mayor of Dallas in 1907 and served two terms (DMN 6-27-65). The company continued its business at the Plano Road location as the Hesse-Niagara Envelope Co. Presently, the Niagara Envelope Co. occupies the space at Plano Road and LBJ.

The building remained vacant until 1971 when the FFH Corporation moved in. They sold wholesale furniture until at least 1975.

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This building, like other buildings in Deep Ellum such as the Texas Farm and Ranch Building and the Dallas Tent and Awning Building, was built when this area was still in transition. The area began as a Freedman's Town and was moving from being a poor residential and commercial area to a manufacturing and wholesale district. As a residential neighborhood whites and blacks often lived next door to each other in small wood frame houses. By the 1930's the transition from residential to a manufacturing and wholesale district was complete (Singleton 3).

During the 1920's, Dallas experienced great business growth and expansion and was a major manufacturing, distribution, and wholesale market. Cotton, banking and insurance were major industries in Dallas and were linked to other cities by the railroad. The city marketed cotton through excellent shipping and financial facilities. In addition to the cotton and banking industries, the East Texas oilfields brought Dallas into further prominence as the closest large city to the oilfields. Newspapers wrote about the oil activity and emphasis was placed on Dallas as the nearest commercial and trade center. In 1929, the Chamber of Commerce began a country wide promotion of Dallas as the center for cotton and oil with an ample labor force and transportation.

The Chevrolet Motor Company building at 3221 Commerce represents the early history of Dallas' 1920's business expansion into a distribution area. It also represents Deep Ellum's emerging importance into a wholesale area. As home to a prominent and long standing Dallas owned business, the Hesse Envelope Co., the building continued to represent a local business in a wholesale district.

14. Bibliography

City of Dallas Building Permit Index Book. February 19, 1923.

Sanborn Insurance Maps 1921 corrected to 1950, vol. 1, p.26.

Worley's City Directories

1907-08, 1909, 1910-11, 1912-13, 1914-15, 1917-18, 1920, 1922, 1923, 1924, 1925, 1930, 1934-35, 1936, 1939, 1941, 1944-45, 1947-48, 1950, 1955, 1960, 1965, 1966, 1968, 1970, 1971, 1975.

"Chevrolet Plant to be Moved to Dallas". Dallas Magazine. March 1923. Dallas Morning News

Dammann, George H., *Sixty Years of Chevrolet*, Crestline Pub. Co., Glen Ellyn, IL, 1972.

General Motors: The First 75 Years of Transportation Products. Editors of *Automobile Quarterly Magazine*, 1983.

Langworth, Richard M. and Jan P. Norbye. *The Complete History of General Motors 1908-86*. Publications International, Ltd., 1986.

Powers-Lawson, Kellie. *Interstate Forwarding Building Dallas Landmark Commission Nomination Form*. June 1990.

Singleton, Kate. *Texas Farm and Ranch Publishing Building Dallas Landmark Commission Nomination Form*. December 1994.

_____. *Sears Catalog Distribution Center Dallas Landmark Commission Nomination Form*. October 1997.

Dallas Morning News

Sloan, Ledgerwood. "Pioneer Firm Expands: Hesse Envelope to Build \$500,000 Plant in Dallas". June 27, 1965.

Dallas Times Herald

"Hesse Envelope Plans Open House in 50th Anniversary Observance". September 24, 1956.

Unknown newspaper

"Hesse Co. Celebrates its 25th Birthday"

15. Attachments

- District or Site Map
- Site Plan
- Photos (historic & current)

- Additional descriptive material
- Footnotes
- Other: _____

Designation Merit

- | | | | |
|--|---------|--|---------|
| A. Character, interest or value as part of the development, heritage or cultural characteristics of the City of Dallas, State of Texas or the United States. | ___X___ | H. Embodiment of elements of architectural design, detail, material or craftsmanship which represent a significant architectural innovation. | _____ |
| B. Location as the site of a significant historical event. | _____ | I. Relationship to other distinctive buildings, sites or areas which are eligible for preservation according to a plan based on historic, cultural or architectural motif. | ___X___ |
| C. Identification with a person or persons who significantly contributed to the culture and development of the city. | _____ | J. Unique location of singular physical characteristics representing an established and familiar feature of a neighborhood, community or the city. | _____ |
| D. Exemplification of the cultural, economic, social or historical heritage of the city. | ___X___ | K. Archaeological value in that it has produced or can be expected to produce data affecting theories or historic or prehistoric value. | _____ |
| E. Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style. | _____ | L. Value as an aspect of community sentiment of public pride. | _____ |
| F. Embodiment of distinguishing characteristics of an architectural style or specimen. | _____ | | |
| G. Identification as the work of an architect or master builder whose individual work has influenced the development of the city. | ___X___ | | |

Dallas Landmark Commission

Landmark Nomination Form

1. Name

historic: Lincoln Paint and Color Co., Acme Paint Manufacturers
and/or common: 3210 Main Street
date: 1910

2. Location

address: 3208-3214 Main Street
location/neighborhood: Deep Ellum District
block: 3/848
lot: N 1/2
land survey: N
tract size: 100,000

3. Current Zoning

current zoning: PD269

4. Classification

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

5. Ownership

Current Owner: Westdale Asset Management
Contact: Tony Austin / Joe Beard
Phone: 214.515.7000
Address: 3300 Commerce Street
City: Dallas
State: Texas
Zip: 75226

6. Form Preparation

Date: 04.23.98
Name & Title: Rees T. Bowen, Architect
Organization: Corgan Associates
Contact: Rees
Phone: 214.757.1729

7. Representation on Existing Surveys

Alexander Survey (citywide) local state national
National Register
H.P.L. Survey (CBD) A B C D
Recorded TX Historic Ldmk
Oak Cliff
TX Archaeological Ldmk
Victorian Survey
Dallas Historic Resources Survey, Phase ___ high ___ medium ___ low
For Office Use Only

Date Rec'd: _____ Survey Verified: Y N by: _____ Field Check by: _____ Petitions Needed: Y N
Nomination: Archaeological Site Structure(s) Structure & Site District

8. Historic Ownership

original owner: G. L. Connor
significant later owner(s): Thos. M. Stack (Wolff Manufacturing). Frank Cronk (Cronk Co.).
Howard Fink (Grocer)

9. Construction Dates

original: 1910
alterations/additions: 1931, 1950

10. Architect

original construction: Unknown
alterations/additions:

11. Site Features

natural: Located adjacent to railway.
urban design:

12. Physical Description

Condition, check one:

excellent

good

fair

deteriorated

ruins

unexposed

unaltered

altered

Check one:

original site

moved(date _____)

Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). laborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.

The building at 3210 Main Street was built in 1910 by Lincoln Paint and Color Co. / Acme Manufacturing Company. G. L. Connor was the owner who built this three story concrete warehouse with brick curtain wall and "mushroom" concrete capitals. This building appears to be a scaled down version of the Continental Gin Warehouse Building located on the same block of Elm Street. It is also very similar in nature to the Adam Hats Building, on Canton Street; as well as the Interstate Forwarding Building, located directly next door on Main Street. Horizontal bands of concrete, expressed vertical concrete columns, brick and windows dominate each of these buildings.

The second operator of this building was Wolff Manufacturing, which became known as Cronk Co. Plumbing in 1931. The fourth historic operator of the building appears to be Fink Wholesale Grocers.

North Facade

The North Facade, off Main Street, is the main entrance to the building. It is three stories high with six bays across. The facade is very straightforward and takes a classical approach to the standard warehouse building type of this decade. The vertical concrete structure as well as the horizontal concrete is expressed through the exterior of the building; as typical with many industrial warehouse buildings. The parapet is distinguished with several layers of horizontal banding of concrete.

Horizontal concrete bands above and below the double-hung wood windows dominate each facade of the building. The double-hung wood windows are a series of windows; a series of 9x9 windows set four in a row. There is a 6" wood mutton between each window. Each bay has these windows with the exception of the fourth bay, in which there exists the main entrance; an opening with a series of steps up. Another exception on the first floor are aluminum windows. The other exception are the half-size wood framed basement windows, visible from the sidewalk level.

The red brick infill are common bond patterns occurring under each window, with the exception of the basement.

West Facade

The West Facade, off Trunk Street, is three stories in height with five bays across. The horizontal concrete banding continues to be expressed on this facade; as well as the vertical expression of the concrete structure. The parapet continues with the horizontal layering and banding of concrete. This terminates on this facade.

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The double-hung wood windows continue to dominate this facade between the vertical and horizontal concrete structural expression. A horizontal concrete sill lies below the wood windows. Brick infill is located below the concrete sill. The double-hung wood windows are a series of 3x3 windows set four in a row. The exceptions are on the first floor. The first is a loading bay, which appears to be an original element of this facade. The second is a secondary entrance, which appears to be a converted loading bay. Steps lead up to this entry on the exterior of the building. The basement windows do not appear on this facade; in exception, there exists a concrete base.

The red brick infill are common bond patterns occurring under each window.

South Facade

The South Facade (viewed from an abandoned alleyway) is three stories in height with six bays across; the fourth bay being the location of the vertical circulation (elevator and stair core). The vertical concrete structure as well as the horizontal concrete is continued to be expressed through the exterior of the building, as with the other facades. The parapet is a simple concrete band with words reading "Lincoln Paint and Color Co., Manufacturers." The penthouse rises above the third story of the building. At the penthouse the concrete structure of the fourth bay is carried up. The infill is concrete.

The double-hung wood windows continue to dominate this facade between the vertical and horizontal concrete structural expression. The horizontal concrete sill lies below the wood windows. Brick infill is located, again, below the concrete sill. The double-hung wood windows are a series of 3x3 windows set four in a row. The exception is the fourth bay. It does not have any windows, and is filled solid with brick infill. This bay is the penthouse bay for vertical circulation. Another exception are two loading bays located on the first floor; on the second and fifth bays. These loading bays have wood windows located above the wood loading doors.

The red brick infill are common bond patterns occurring under each window.

13. Historical Significance

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

Constructed in 1910, the Lincoln Paint and Color Co./ Acme Manufacturers Building is an early Dallas example of fireproof construction of reinforced concrete frame with brick/window curtain walls. The building opened as Lincoln Paint and Color Manufacturers, and was quickly joined by Acme Paint Manufacturers. This manufacturing was significant as one of the early paint manufacturers in the Dallas area. Lincoln Paint had a major role in the development of manufacturing paint in the surrounding region.

The Lincoln Paint and Color Co. Remained at 3208-14 Main through 1920, 8 years after they had occupied the building.

In 1921, Wolff Manufacturing Co. bought the building. Wolff Manufacturing become a major player in the plumbing supply business. They supplied much of Dallas with plumbing and heating supplies, valves, fittings; as well as pipe and mill supplies. This building became their showroom, offices, and warehouse location. It was built approximately around the same time as the Inter State Forwarding Co. Building located directly adjacent on Main Street. In 1931, Wolff Manufacturing changed their name to Cronk Co., offering wholesale plumbing and heating supplies. Howard Cronk bought out Wolff Manufacturing Co..

Cronk Co. Remained located at 3208-14 Main until 1953.

In 1955, the building became divided into three entities. Fink Co. Wholesale Grocery (operated by Frank Fink), Standard Pipe & Supply (the remains of Cronk Co.), and Natural Petroleum.

This building, was built before many of the other buildings in the Deep Ellum area, along with the Inter State Forwarding Company. These two building helped to bring others into the area in the 1920's. This building was built in the early stages of transition from Freedman's town. It was moving from being a poor residential and commercial area into a manufacturing and wholesale district. Hence, the Wolff / Cronk plumbing wholesalers as well as Fink wholesale grocers. As a residential neighborhood, whites and blacks often lived next door to each other in small wood framed houses. By the 1930's the transition from residential to a manufacturing and wholesale district was complete (Singleton 3).

During the 1920's, Dallas experienced great business growth and expansion and was a major manufacturing, distribution, and wholesale market. Cotton, banking and insurance were major industries in Dallas and were linked to other cities by the railroad. The city marketed cotton through excellent shipping and financial facilities. In addition to the cotton and banking industries, the East Texas oil fields brought Dallas into further prominence as the closest large city to the oil fields. Newspapers wrote about the oil activity and emphasis was placed on Dallas as the nearest commercial and trade center. In 1929, the Chamber of Commerce began a country wide promotion of Dallas as the center for cotton and oil with an ample labor force and transportation.

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The Lincoln Paint and Color Co., Manufacturer Building at 3208-14 Main represents the early history of Dallas' 1910 business expansion into a prominently residential area. It also represents Deep Ellum's emerging importance into a wholesale area. The building continued to represent a local business in a wholesale district. The building continues to play a major visual role as one of the early warehouse / industrial buildings; which were so predominant in the 1920's. It adds character to the surround context of other industrial buildings which include: The Inter State Forwarding Building @ 3200 Main, the Farm and Ranch Building at 3300 Main, The Murray Building @ 3400 Commerce, the Continental Building @ 3311 Elm, and the Dallas Secured Record Storage Building @ 3221 Commerce; just to name a few.

14. Bibliography

City of Dallas Building Permit Index Book

Sandborn Insurance Maps 1921 corrected to 1950, vol1, p.26.

Worley's City Directories

1907-08, 1909, 1910-11, 1912-13, 1914-15, 1917-18, 1920, 1922, 1923, 1924, 1925, 1930, 1934-35, 1936, 1939, 1941, 1944-45, 1947-48, 1950, 1955, 1960, 1965, 1966, 1968, 1970, 1971, 1975.

Powers-Lawson, Kellie. *Interstate Forwarding Building Dallas Landmark Commission Nomination Form.* June 1990.

Singleton, Kate. *Texas Farm and Ranch Publishing Building Dallas Landmark Commission Nomination Form.* December 1994.

Miller, John. *Dallas Secured Record Storage Building Dallas Landmark Commission Nomination Form.* February 1998.

Recommendation

The Designation Task Force requests the Landmark Commission to deem this nominated landmark meritorious of designation as outlined in Chapter 51 and Chapter 51A, Dallas Development Code.

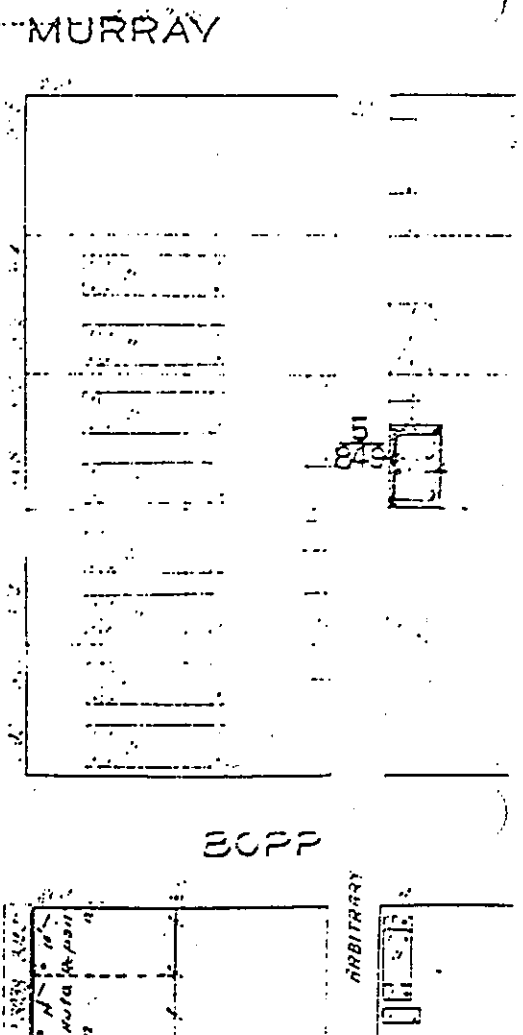
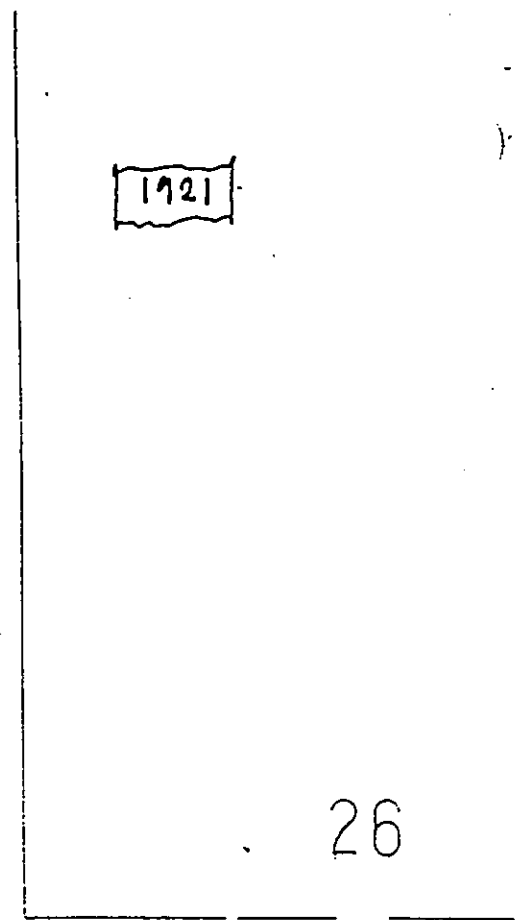
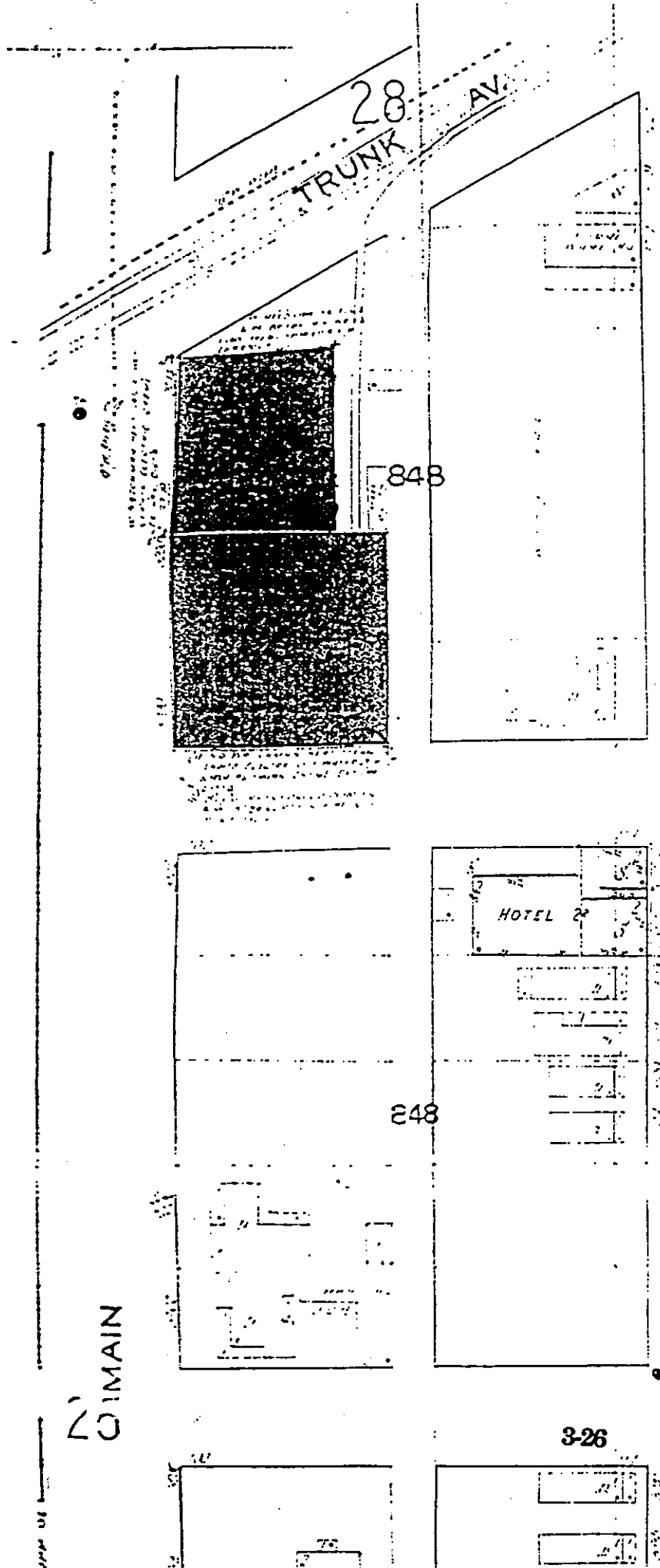
Further, the Designation Task Force endorses the Preservation Criteria, policy recommendations and landmark boundary as presented by the Department of Planning and Development.

Date:

Ambrosio Villareal, Chair

Jim Anderson, Urban Planner
Designation Task Force

Historic Preservation

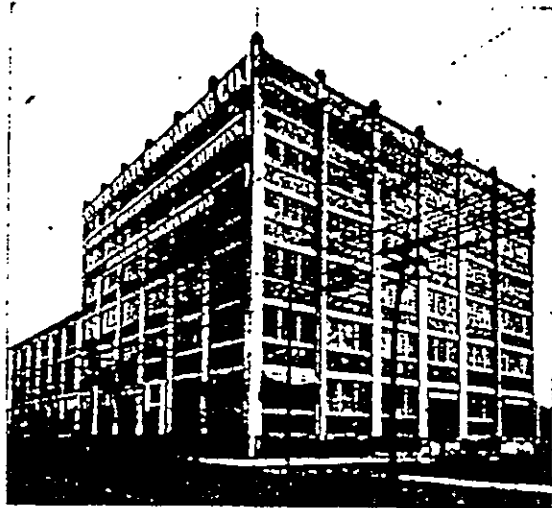


MAIN

COMMERCE

TRANSFER AND STORAGE

The Inter State Forwarding Co.

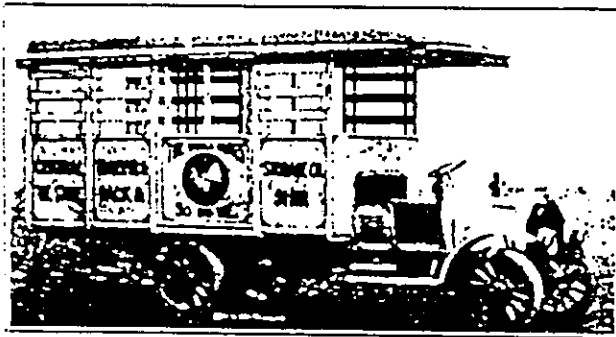


Fire Proof Storage

Household Goods
and Merchandise

Moving, Packing, Ship-
ping, Heavy Hauling

3200 Main Street
W. I. FORD and R. E. EAGON, Managers



Central Transfer & Storage Co.

Moving, Packing,
Shipping and Storing
of Household Goods

Moving Day to Day
Office and Warehouse 2513-15 Elm Street
PHONES M. 3225

A. D. T.

Messenger Service
Baggage Transfer

BONDED TRANSFER CO.

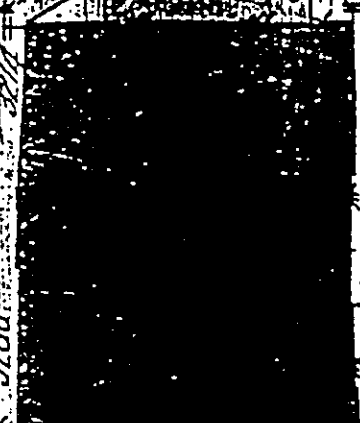
Our Customers Our Reference

“SERVICE”

PHONES M. 202 & M. 1707
1217 Irving Street

28

TRUNK & TRUNK



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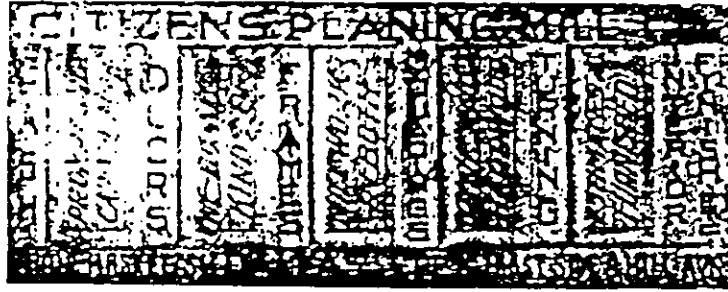
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DEMONSTRATION GIN
STEEL TRUSS
CONCRETE

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6" W. PIPES

COMMERCIAL



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BRANCH

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Tyler, Texas

15. Attachments

- District or Site Map
- Site Plan
- Photos (historic & current)

- Additional descriptive material
- Footnotes
- Other: _____

Designation Merit

- | | | | |
|--|---------|--|---------|
| A. Character, interest or value as part of the development, heritage or cultural characteristics of the City of Dallas, State of Texas or the United States. | ___X___ | H. Embodiment of elements of architectural design, detail, material or craftsmanship which represent a significant architectural innovation. | _____ |
| B. Location as the site of a significant historical event. | _____ | I. Relationship to other distinctive buildings, sites or areas which are eligible for preservation according to a plan based on historic, cultural or architectural motif. | ___X___ |
| C. Identification with a person or persons who significantly contributed to the culture and development of the city. | _____ | J. Unique location of singular physical characteristics representing an established and familiar feature of a neighborhood, community or the city. | _____ |
| D. Exemplification of the cultural, economic, social or historical heritage of the city. | ___X___ | K. Archaeological value in that it has produced or can be expected to produce data affecting theories or historic or prehistoric value. | _____ |
| E. Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style. | _____ | L. Value as an aspect of community sentiment of public pride. | _____ |
| F. Embodiment of distinguishing characteristics of an architectural style or specimen. | _____ | | |
| G. Identification as the work of an architect or master builder whose individual work has influenced the development of the city. | _____ | | |

ORDINANCE NO. _____

An ordinance amending CHAPTER 51A, "PART II OF THE DALLAS DEVELOPMENT CODE," of the Dallas City Code, as amended, by establishing Historic Overlay District No. ____ (Eastside Warehouse District) comprised of the following described property ("the Property"), to wit:

[caption field notes];

providing procedures, regulations, and preservation criteria for structures and property in the district; providing a penalty not to exceed \$2,000; providing a saving clause; providing a severability clause; and providing an effective date.

WHEREAS, the city plan commission and the city council, in accordance with the Charter of the City of Dallas, the state law, and the applicable ordinances of the city, have given the required notices and have held the required public hearings regarding the rezoning of the Property; and

WHEREAS, the city council finds that the Property is an area of historical, cultural, and architectural importance and significance to the citizens of the city; and

WHEREAS, the city council finds that it is in the public interest to establish this historic overlay district; Now, Therefore,

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

SECTION 5. That the director of planning and development shall correct Zoning District Map No. _____ in the offices of the city secretary, the building official, and the department of planning and development to reflect the changes in zoning made by this ordinance.

SECTION 6. That a person who violates a provision of this ordinance, upon conviction, is punishable by a fine not to exceed \$2,000. In addition to punishment by fine, the City may, in accordance with state law, provide civil penalties for a violation of this ordinance, and institute any appropriate action or proceedings to prevent, restrain, correct, or abate the unlawful erection, construction, reconstruction, alteration, repair, conversion, or maintenance of a building, structure, or land on the Property.

SECTION 7. That CHAPTER 51A, "PART II OF THE DALLAS DEVELOPMENT CODE," of the Dallas City Code, as amended, shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 8. That the terms and provisions of this ordinance are severable and are governed by Section 1-4 of CHAPTER 1 of the Dallas City Code, as amended.

SECTION 9. That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas and it is accordingly so ordained.

APPROVED AS TO FORM:
SAM A. LINDSAY, City Attorney

By _____
Assistant City Attorney

Passed _____

Exhibit A
PRESERVATION CRITERIA
Eastside Warehouse District
3210 Main Street
3221 Commerce Street
3200 Commerce Street

Preservation Criteria for all tracts

1. GENERAL

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

2. DEFINITIONS

- 2.1 Unless defined below, the definitions contained in CHAPTER 51A "PART II OF THE DALLAS DEVELOPMENT CODE" of the Dallas City Code, as amended, apply.
- 2.2 APPROPRIATE means typical of the historic architectural style, compatible with the character of the historic district, and consistent with these preservation criteria.
- 2.3 CERTIFICATE OF APPROPRIATENESS means a certificate required by Section 51A-4.501 of the Dallas Development Code, as amended, and these preservation criteria.
- 2.4 COLUMN means the entire column, including the base and capital.
- 2.5 CONTRIBUTING STRUCTURE means a structure that retains its essential architectural integrity of design and whose architectural style is typical of or integral to a historic district.
- 2.6 CORNERSIDE FENCE means a fence adjacent to a side street.
- 2.7 CORNERSIDE YARD means a side yard abutting a street.
- 2.8 DISTRICT means Historic Overlay District No. _____, the Eastside Warehouse District. This district contains the property described in Section 1 of this ordinance. This district includes the following three tracts:
- a. Tract 1, as shown on Exhibit B, contains the Lincoln Paint & Color Co./Acme Paint Manufacturers Co. building located at 3210 Main Street.
 - b. Tract 2, as shown on Exhibit B, is the Chevrolet Motor Company/Hesse Envelope Company building located at 3221 Commerce Street.
 - c. Tract 3, as shown on Exhibit B, is a parking lot located at 3200 Commerce Street.
- 2.9 ERECT means to attach, build, draw, fasten, fix, hang, maintain, paint, place, suspend, or otherwise construct.
- 2.10 FENCE means a structure or hedgerow that provides a physical barrier, including a fence gate.
- 2.11 INTERIOR SIDE FENCE means a fence not adjacent to a street or alley.
- 2.12 INTERIOR SIDE YARD means a side yard not abutting a street or alley.

- 2.13 MAIN BUILDING means the Lincoln Paint & Color Co./Acme Paint Manufacturers Co. building or the Chevrolet Motor Company/Hesse Envelope Company building as shown on Exhibit B.
- 2.14 NO-BUILD ZONE means that part of the district in which no new construction may take place.
- 2.15 PROTECTED means an architectural or landscaping feature that must be retained and maintain its historic appearance, as near as practical, in all aspects.
- 2.16 REAL ESTATE SIGN means a sign that advertises the sale or lease of an interest in real property.

Preservation criteria for Tract 1
The Lincoln Paint & Color Co. /Acme Paint Manufacturers Co. Building
3210 Main Street

3. BUILDING SITE AND LANDSCAPING

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

- 3.11 Fences must be constructed of brick, cast stone, iron, steel, stone, a combination of these materials, or other appropriate materials. Fences along Trunk Street and Commerce Street must be at least 50 percent open.

4. FACADES

4.1 Protected facades.

- a. The facades shown on Exhibit B are protected.
- b. Reconstruction, renovation, repair or maintenance of protected facades must be appropriate and must employ materials similar to the historic materials in texture, color, pattern, grain, and module size.
- c. Historic solid-to-void ratios of protected facades must be maintained.
- d. Brick added to protected facades must match in color, texture, module size, bond pattern, and mortar color.
- e. Brick, cast stone and concrete elements on protected facades may not be painted, except that portions of the structure that had been painted prior to the effective date of this ordinance may remain painted.
- f. Dock areas attached to the main building may be removed or modified if appropriate.

4.2 Nonprotected facades.

- a. Reconstruction, renovation, repair, or maintenance of nonprotected facades must be compatible with protected features.

4.3 Wood siding, trim, and detailing must be restored wherever practical.

4.4 All exposed wood must be painted, stained, or otherwise preserved.

4.5 Historic materials must be repaired if possible; they may be replaced only when necessary.

4.6 Paint must be removed in accordance with the Department of Interior standards prior to refinishing.

4.7 Aluminum siding, stucco, and vinyl cladding are not permitted.

4.8 An opening in the south facade, upper levels, is allowed to accommodate a pedestrian walkway connection between the Lincoln Paint & Color Co./Acme Paint Manufacturers Co. building and the Chevrolet Motor Company/Hesse Envelope Company building, as shown on Exhibit B.

- 4.9 Historic color must be maintained wherever practical. Color schemes for non-masonry elements should conform to any available documentation as to historic color.
- 4.10 Exposing and restoring historic finish materials is recommended.
- 4.11 Cleaning of the exterior of a structure must be in accordance with Department of Interior standards. Sandblasting and other mechanical abrasive cleaning processes are not permitted.

5. FENESTRATION AND OPENINGS

- 5.1 Historic doors and windows must remain intact except when replacement is necessary due to damage or deterioration.
- 5.2 Replacement of doors and windows which have been altered and no longer match the historic appearance is recommended.
- 5.3 Replacement doors and windows must express profile, muntin and mullion size, light configuration, and material to match the historic.
- 5.4 Decorative ironwork and burglar bars are not permitted over doors or windows of protected facades. Interior mounted burglar bars are permitted if appropriate.
- 5.5 Glass and glazing must match historic materials as much as practical. Films and reflective glazings are not permitted on glass.
- 5.6 New door and window openings in protected facades are permitted only where there is evidence that historic openings have been filled or the safety of life is threatened.
- 5.7 The Secretary of the Interior's Standards for Rehabilitation should be referred to for acceptable techniques to improve the energy efficiency of historic fenestration.

6. ROOFS

- 6.1 The historic slope, massing, configuration, and materials of the roof must be preserved and maintained.
- 6.2 The following roofing materials are allowed: two-ply, modified bitumen roofing system, or a build-up, single ply membrane roofing system.
- 6.3 Historic eaves, coping, cornices, parapets, and roof trim must be retained, and should be repaired with material matching in size, finish, module and color.

- 6.4 Mechanical equipment, skylights, and solar panels on the roof must be set back or screened so that they are not visible to a person standing at ground level on the opposite side of any adjacent right-of-way.

7. PORCHES AND CANOPIES.

- 7.1 Historic porches (recessed entry) on protected facades are protected.
- 7.2 New canopies are allowed at the front and rear doors. The design of new canopies should reflect historic porch design, where known.
- 7.3 Porches on the south facade are allowed (in alley).

8. EMBELLISHMENTS AND DETAILING

- 8.1 The following architectural elements are considered important features and are protected:
- a. exterior windows,
 - b. rhythm of window openings,
 - c. exterior brick,
 - d. the cornice, and
 - e. the wood loading doors at the alley.

9. NEW CONSTRUCTION AND ADDITIONS

- 9.1 Stand-alone new construction is not permitted.
- 9.2 Vertical additions to the main building or contributing structures must be set back so that they are not visible to a person standing at ground level on the opposite side of any adjacent right-of-way.
- 9.3 Horizontal additions to the main building are not permitted on protected facades, except:
- a. A pedestrian skybridge may be constructed between the Lincoln Paint & Color Company/Acme Paint Manufacturers Company Building and the Chevrolet Motor Company/Hesse Envelope Company Building on the second and third story, if appropriate. The pedestrian skybridge must be open-air and industrial in design. The pedestrian skybridge must comply with the provisions of Dallas Development Code §51A-4.217(b)(12), "Pedestrian skybridges," as amended.

- 9.4 The color, details, form, materials, and general appearance of additions must be compatible with the existing historic structure.
- 9.5 Additions must have appropriate color, detailing, fenestration, massing, materials, roof form, shape, and solids-to-voids ratios.
- 9.6 Aluminum siding, stucco, and vinyl cladding are not permitted.
- 9.7 Additions must be designed so that connections between additions and the historic structure are clearly discernible as suggested by the Secretary of the Interior in Preservation Brief No. 14. A clear definition of the transition between additions and the historic structure must be established and maintained. Historic details in the coping, eaves and parapet of the historic structure must be preserved and maintained at the point where the historic structure abuts additions.

10. SIGNS

- 10.1 Temporary political campaign signs as defined in Chapter 15A of the Dallas City Code, as amended, and real estate signs may be erected without a certificate of appropriateness.
- 10.2 Signs may be erected if appropriate.
- 10.3 All signs must comply with the provisions of the Dallas City Code, as amended.

Preservation criteria for Tract 2
The Chevrolet Motor Co./Hesse Envelope Co. Building
3221 Commerce Street

11. BUILDING SITE AND LANDSCAPING

- 11.1 The entire one story non-contributing structure may be removed.
- 11.2 New driveways, sidewalks, steps, and walkways must be constructed of brick, brush finish concrete, stone, or other appropriate material. Artificial grass, artificially-colored concrete, asphalt, exposed aggregate, and outdoor carpet are not permitted.
- 11.3 Circular driveways and parking areas are not permitted in a front yard.
- 11.4 Outdoor lighting must be appropriate and enhance the structure.
- 11.5 Landscaping must be appropriate, enhance the structure and surroundings, and not obscure significant views of protected facades.
- 11.6 It is recommended that landscaping reflect the historic landscape design.

- 11.7 Existing trees are protected, except that unhealthy or damaged trees may be removed.
- 11.8 Any new mechanical equipment must be erected on the roof.
- 11.9 Fence location.
 - a. Fences are not permitted in the front yard.
 - b. Fences in side yards must be located a minimum of 10 feet back from the front facade of the structure.
- 11.10 Fences in rear yards and interior side yards may not exceed eight feet in height. Fences in cornerside yards may not exceed six feet in height.
- 11.11 Fences must be constructed of brick, cast stone, metal, stone, wood, a combination of these materials, or other appropriate materials.

12. FACADES

- 12.1 Protected facades.
 - a. All facades of the main building are protected.
 - b. Reconstruction, renovation, repair or maintenance of protected facades must be appropriate and must employ materials similar to the historic materials in texture, color, pattern, grain, and module size.
 - c. Historic solid-to-void ratios of protected facades must be maintained.
 - d. Brick added to protected facades must match in color, texture, module size, bond pattern, and mortar color.
 - e. Brick, cast stone and concrete elements on protected facades may not be painted, except that portions of the structure that had been painted prior to the effective date of this ordinance may remain painted.
- 12.2 Wood siding, trim, and detailing must be restored wherever practical.
- 12.3 All exposed wood must be painted, stained, or otherwise preserved.
- 12.4 Historic materials must be repaired if possible; they may be replaced only when necessary.
- 12.5 Paint must be removed in accordance with the Department of Interior standards prior to refinishing.
- 12.6 Resurfacing with vinyl or aluminum siding or stucco is not permitted.

16.7 Additions must be designed so that connections between additions and the historic structure are clearly discernible as suggested by the Secretary of the Interior in Preservation Brief No. 14. A clear definition of the transition between additions and the historic structure must be established and maintained. Historic details in the coping, eaves and parapet of the historic structure must be preserved and maintained at the point where the historic structure abuts additions.

17. SIGNS

17.1 Temporary political campaign signs as defined in Chapter 15A of the Dallas City Code, as amended, and real estate signs may be erected without a certificate of appropriateness.

17.2 Signs may be erected if appropriate.

17.3 All signs must comply with the provisions of the Dallas City Code, as amended.

Preservation criteria for Tract 3
Parking lot
3204-3226 Commerce Street

18. BUILDING SITE AND LANDSCAPING

18.1 New parking areas, driveways, sidewalks, steps, and walkways may be constructed of asphalt, brick, brush finish concrete, stone, or other appropriate material.

18.2 Outdoor lighting must be appropriate.

18.3 Landscaping must be appropriate and enhance the surroundings.

18.4 Any new mechanical equipment must be screened.

18.5 Fences

a. A perimeter fence is permitted.

b. Fences may not exceed eight feet in height.

c. Fences must be constructed of brick, cast stone, metal, stone, wood, a combination of these materials, or other appropriate materials.

18.6 Off-street parking must comply with the provisions of the Dallas City Code, as amended.

19. NEW CONSTRUCTION

- 19.1 Stand-alone new construction is permitted if appropriate. Steel carports with gabled corrugated metal roofs are permitted.
- 19.2 The color, details, form, materials, and general appearance of new construction must be appropriate.
- 19.3 New construction must have appropriate color, detailing, fenestration, massing, materials, roof form, shape, and solids-to-voids ratios.
- 19.4 The height of new construction must not exceed the height of the building located at 3200 Main Street.
- 19.5 Aluminum siding, stucco, and vinyl cladding are not permitted.

20. SIGNS

- 20.1 Temporary political campaign signs as defined in Chapter 15A of the Dallas City Code, as amended, and real estate signs may be erected without a certificate of appropriateness.
- 20.2 Signs may be erected if appropriate.
- 20.3 All signs must comply with the provisions of the Dallas City Code, as amended.

