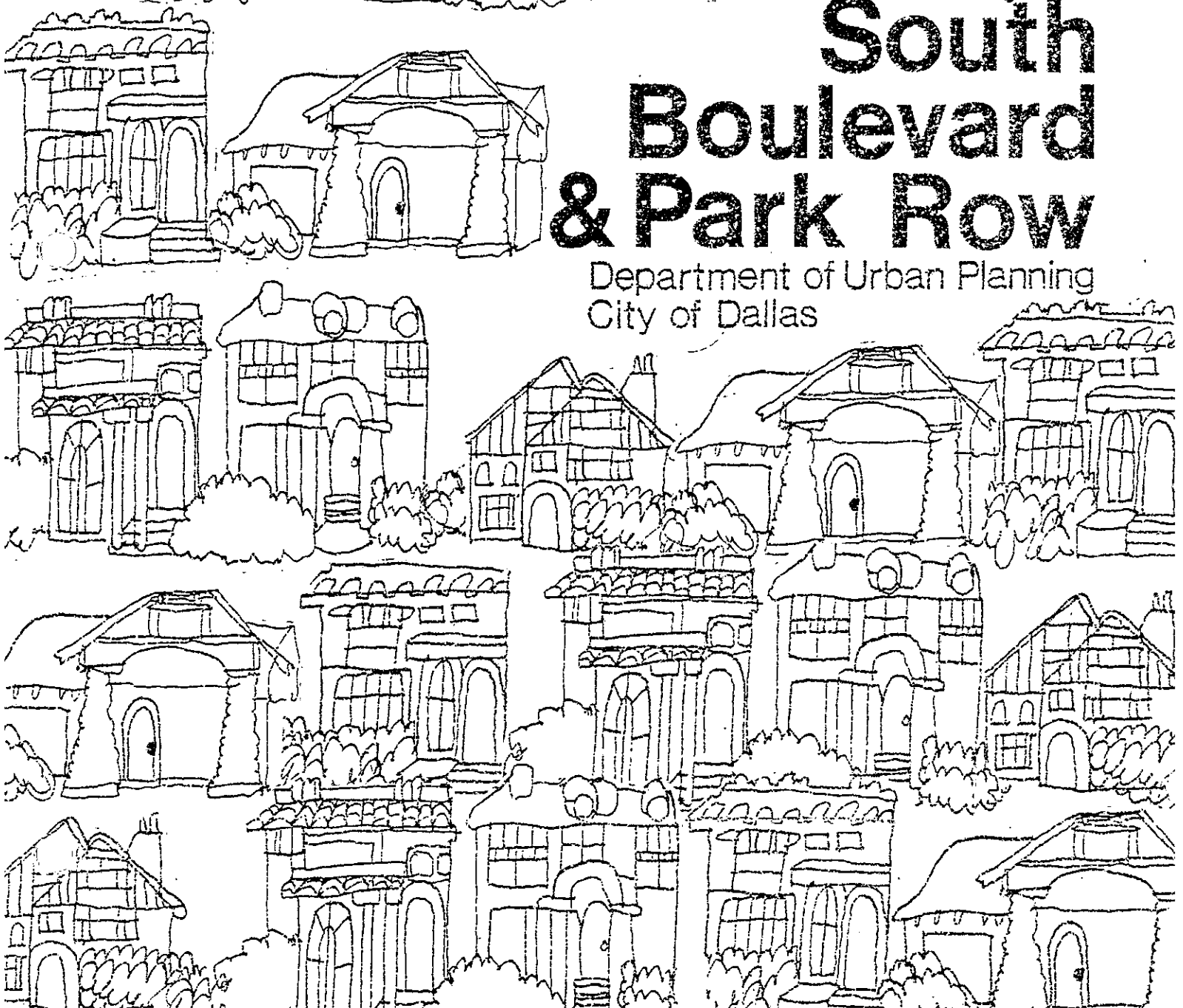
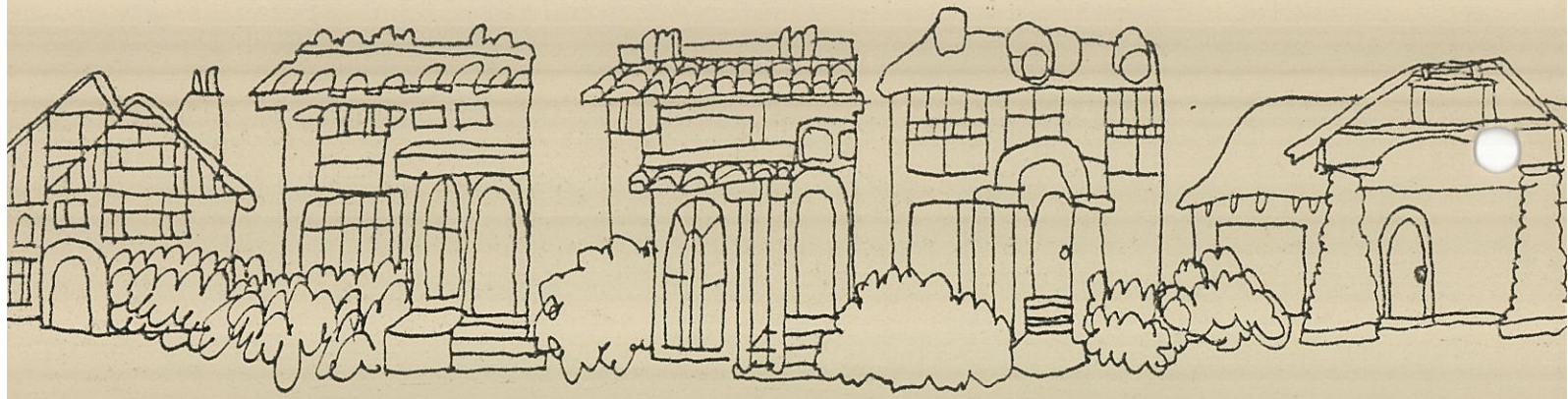




# South Boulevard & Park Row

Department of Urban Planning  
City of Dallas





**history**



### SOUTH BOULEVARD/PARK ROW: A HISTORY

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

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

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



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

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

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

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

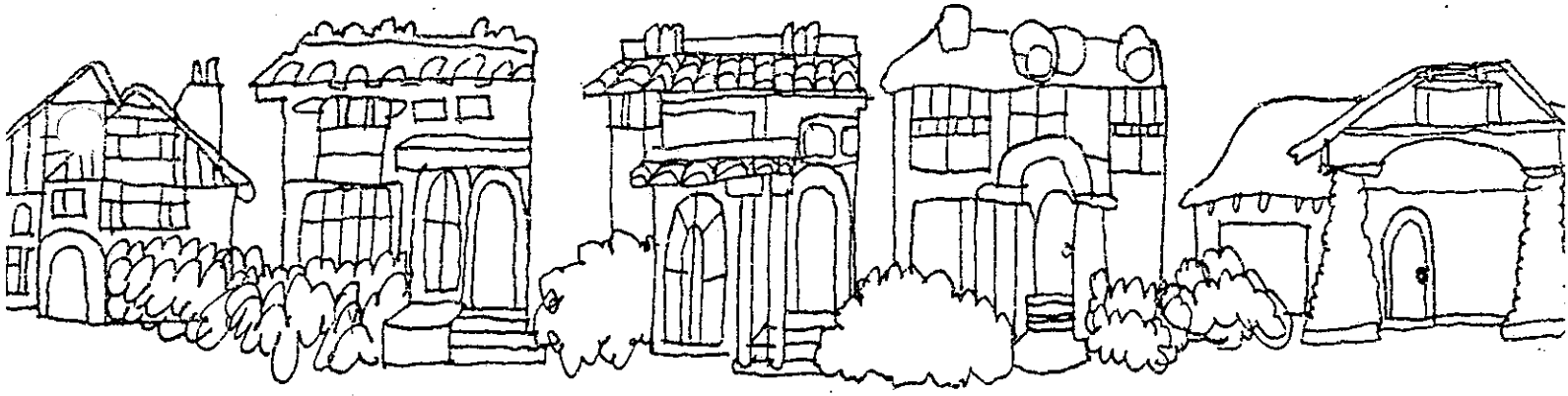


Despite the ills of the surrounding area, the South Boulevard/Park Row district, between Central Expressway and Oakland Avenue, has remained an intact neighborhood of single-family homes. A high level of maintenance combined with the distinctive and irreplaceable structures make the area a prime objective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









**architecture**









## ARCHITECTURE

Many of the homes on South Boulevard/Park Row can best be described as one story structures with front projecting gables creating porches. Others are significantly larger, usually 2 to 2½ stories tall. However, while the scale may vary, a definite house to house continuity exist in the execution of structural details which manifest a strong "Prairie School" influence. Typical of this influence is the roof with its strong horizontal projection/projections creating a configuration of planes and angles as well as exposed under eave support or other "stick" decorations. Also, columns are substantial, massive and set wide apart to create a broad definite entrance to the building. Further, windows are grouped and ornamented with multi-paned glazing in a typically "Prairie Style" pattern. Many other more subtle manifestations of the prairie influence are also found in the use of ornament, hardware, materials, and things of this nature.

The "Prairie Style" so evident in this district, is an architectural movement which was popular, especially in the midwest, from 1900-1920. The typically heavy massing found in homes throughout the district, but particularly in those like the Marcus Levi House is similar to "Prairie Style" homes done by Parcell and Elmsie; a renowned mid-west firm prominent in this architectural movement. The ornamentation such as applied molding, carving, hardware, or pattern of window glazing has that definite geometry found in the work of Parcell and Elmsie and generally in the arts and craft movement of this time.

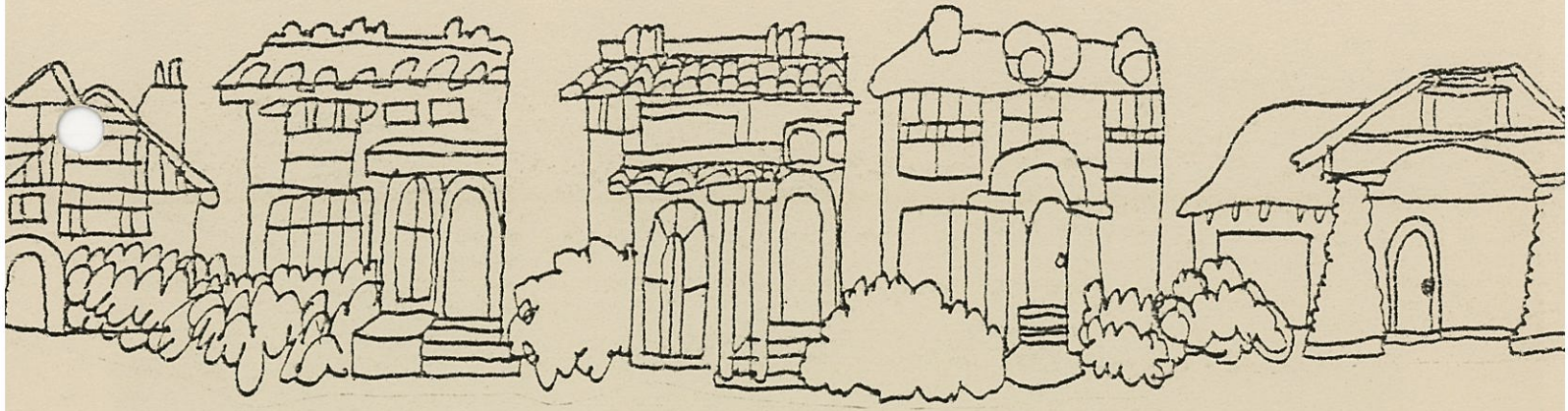
During the same period (1900-1920), bungalows (the one story



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

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





# analysis





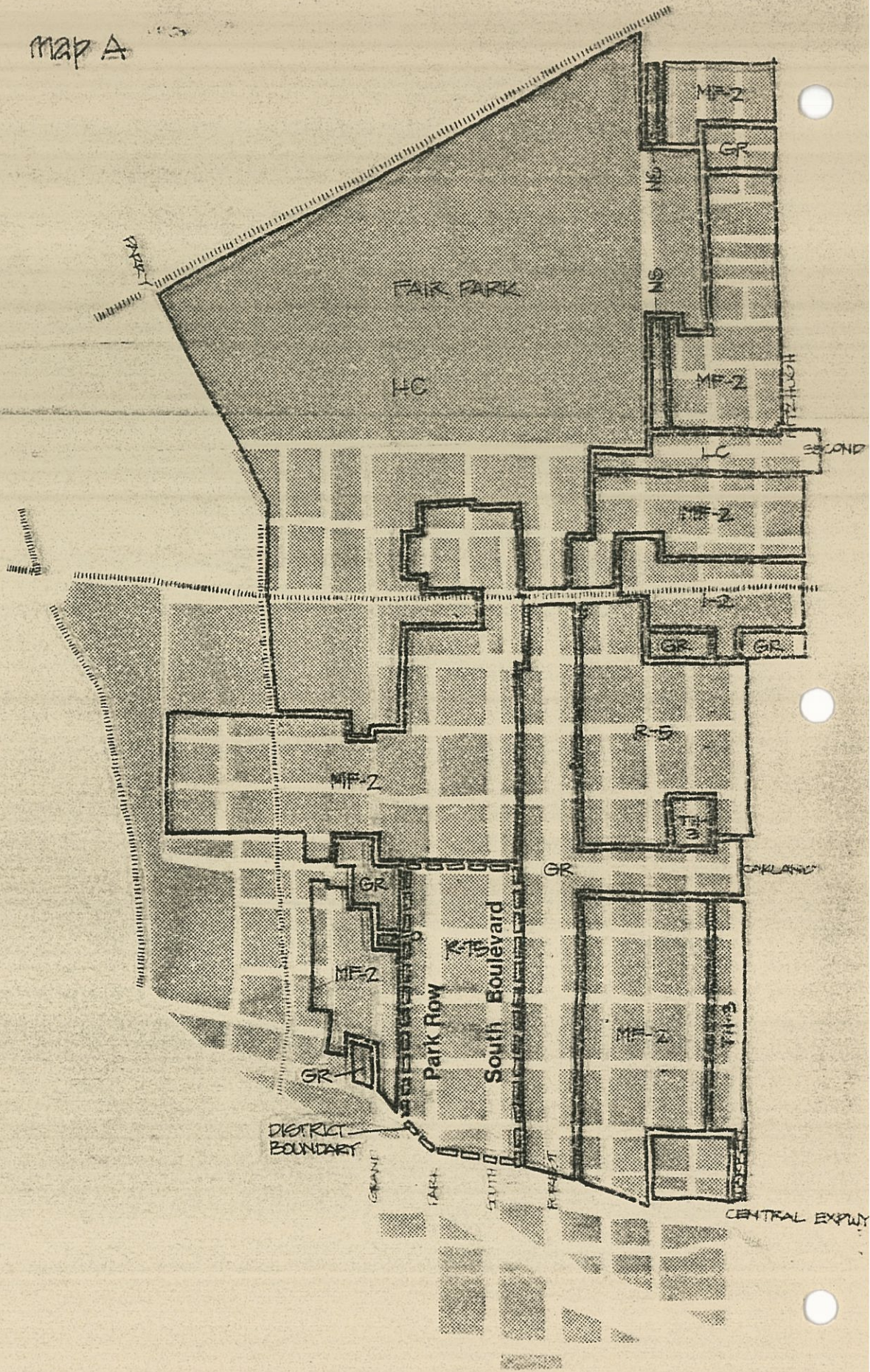


The zoning of South Blvd./Park Row in relation to adjacent areas, has kept the neighborhood from experiencing that familiar pattern of development intrusion which has afflicted so much of South and East Dallas. South Blvd./Park Row remains as one of the few inner neighborhoods zoned for single family residential use. To the north, east and west of the neighborhood are areas zoned for commercial and apartment uses. The impact of these high use classifications has been dramatic as high intensity zoning without sufficient market demand to develop it, has led to spot development, hard to get house mortgage money, conversions of old houses for apartment or commercial purposes, and absentee land owners. This is the circumstance which has consumed much of South Dallas over the past 20 years except for South Blvd./Park Row. Here, single family zoning (R7.5) is the agent which has protected the neighborhood and which makes an historic district possible today (see Map A). A large portion of the credit for this situation goes to the residents who have had enough confidence in where they live to keep it stable. To the east of Forest Avenue is another neighborhood of physical homogeneity. However, present apartment zoning is being to disrupt its physical fabric. Individual apartment buildings have started to develop amid residential blocks. Continuation of this trend will effect the future of South Blvd./Park Row as without this adjacent area of homogeneity, the proposed historic district will be an island in a community of large scale development.

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

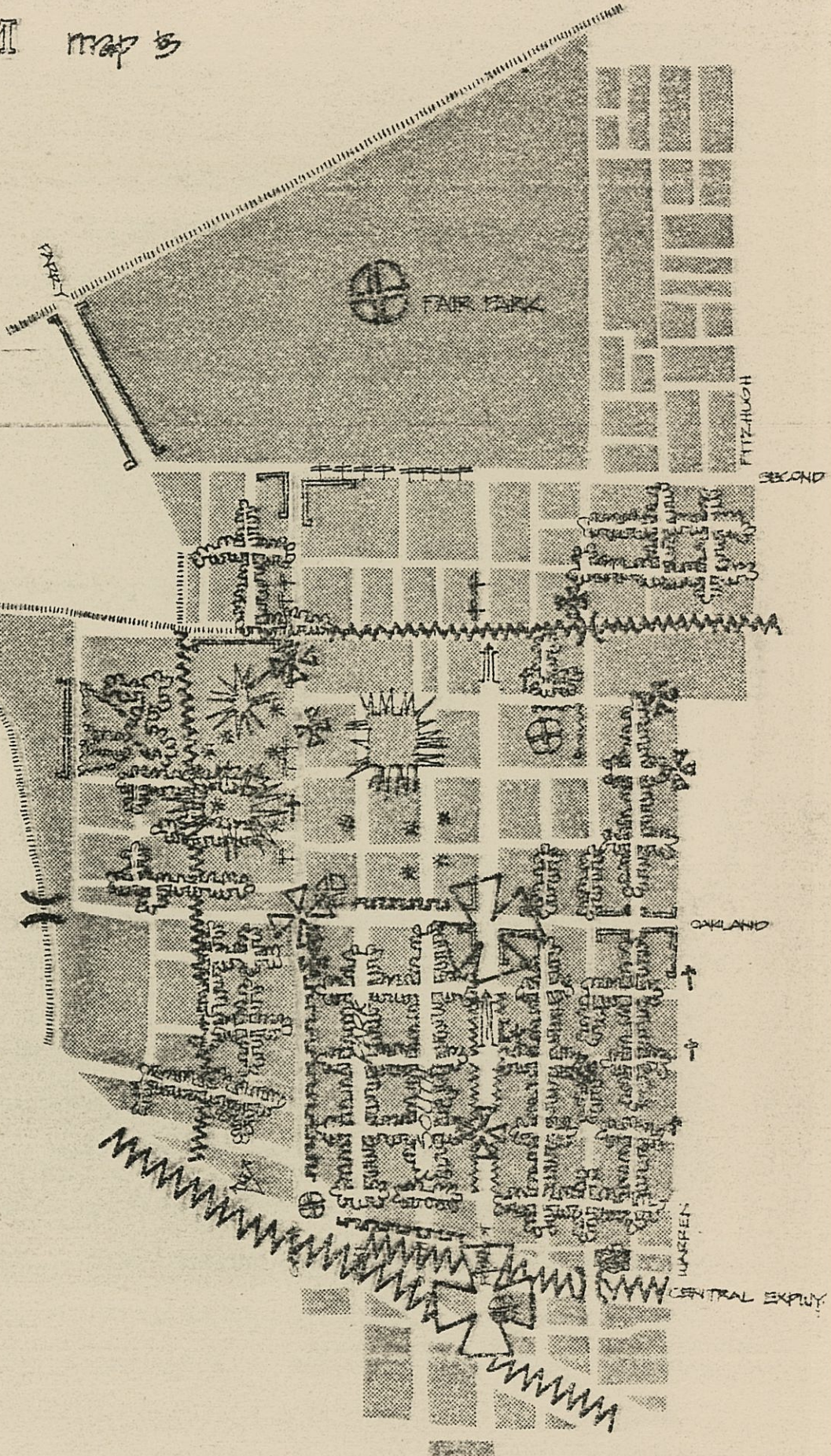
















# ZONING map A





# AREA FORM *map '5*



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




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

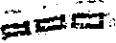
The district of South Boulevard/Park Row and the homogenous neighborhoods to the east of Forest retain the heavy tree cover which at one time, characterized the South Dallas community.

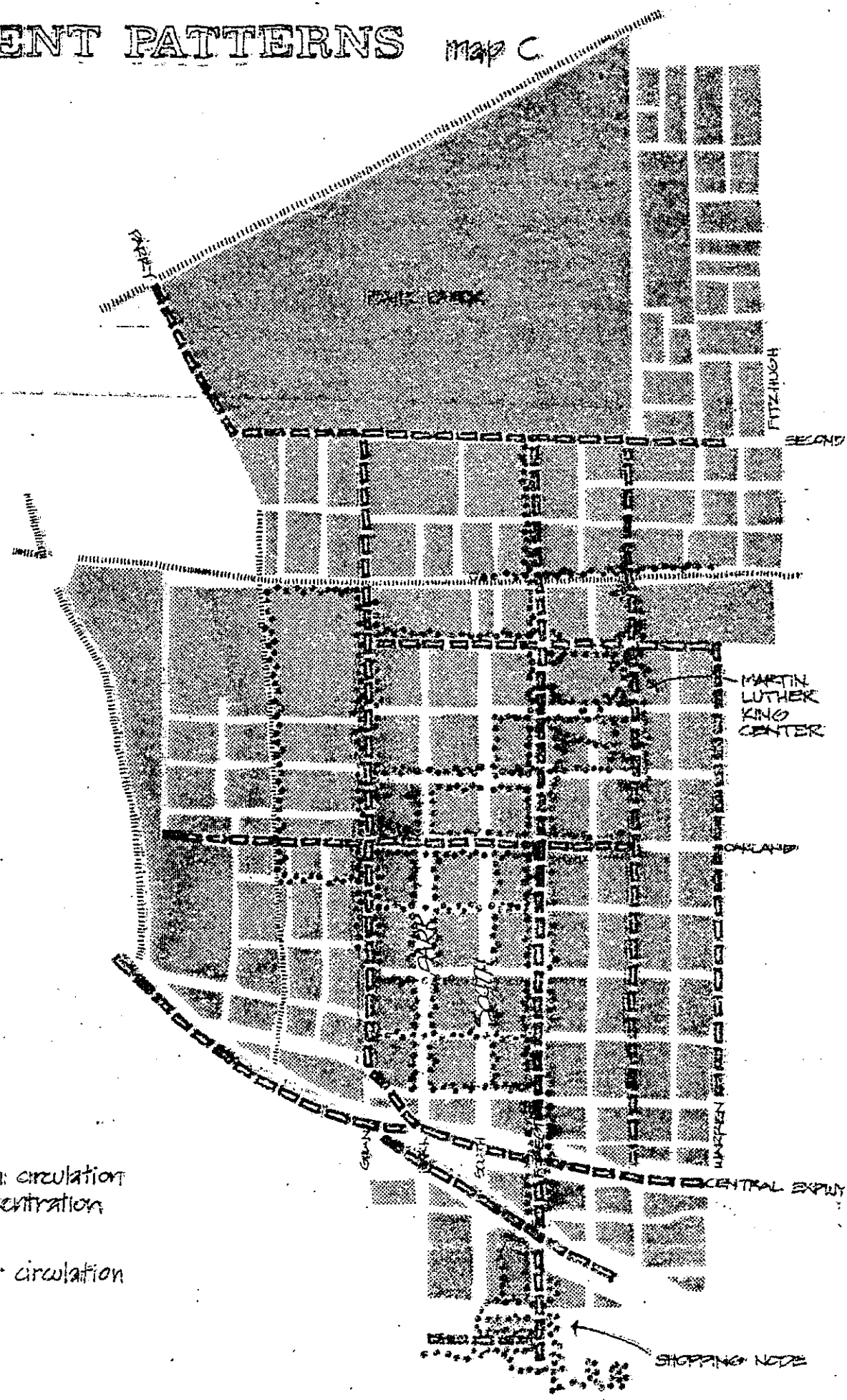
Essentially, the physical organization of the community puts South Boulevard/Park Row between two functional elements which service each other. To the west and north of the district is the high concentration of apartment development, while to the east and south are the service and commercial centers.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



# MOVEMENT PATTERNS *map C*

 Pedestrian circulation and concentration

 Vehicular circulation (major)





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

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

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

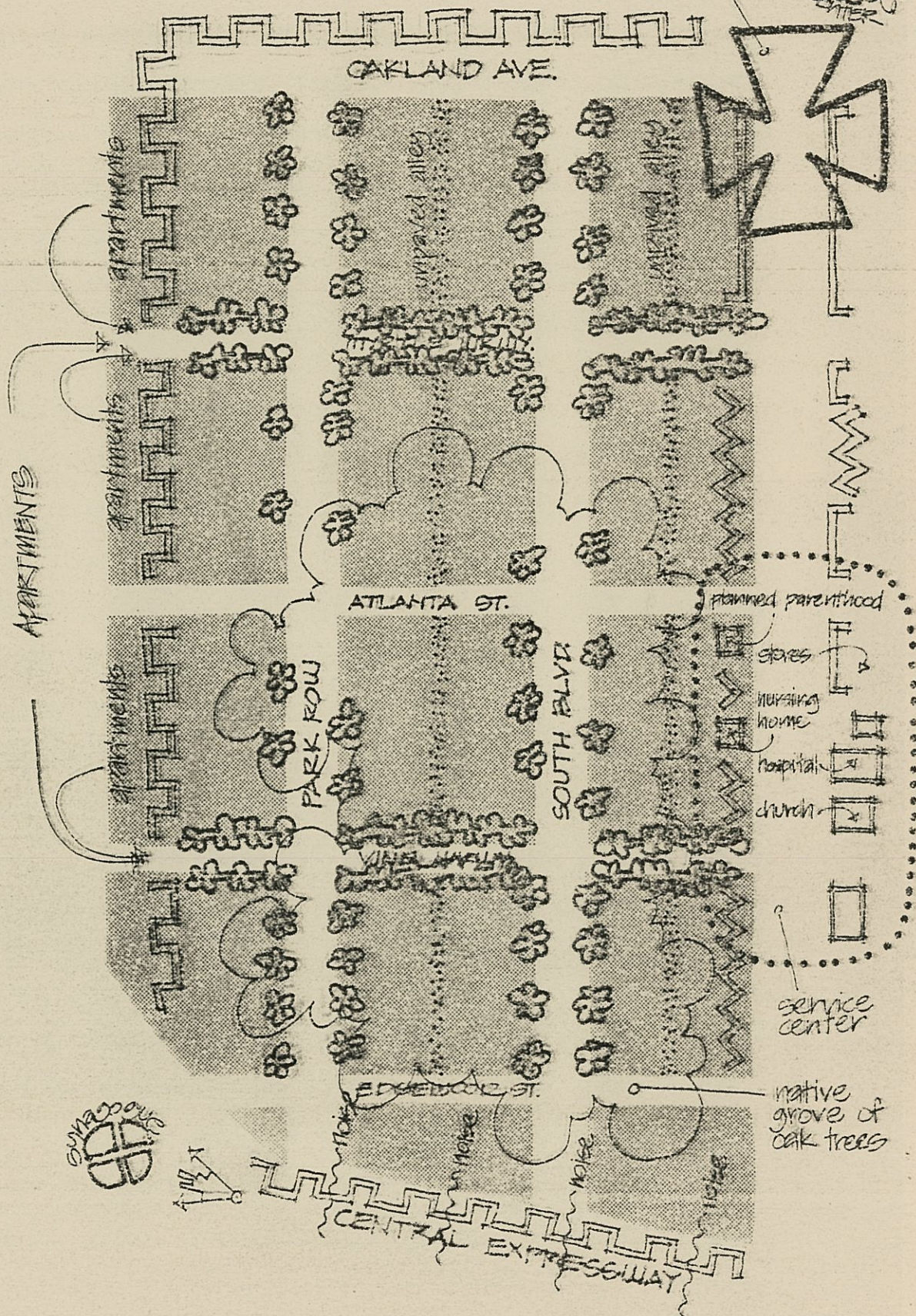
An important element of the district is the old synagogue which is a strong visual event along Edgewood and a general neighborhood landmark. Another important element is the two walkways, Myrtle and Vine, which traverse the district and are unique within the city. No where else has right-of-way been



# DISTRICT FORM

map D

major commercial node





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

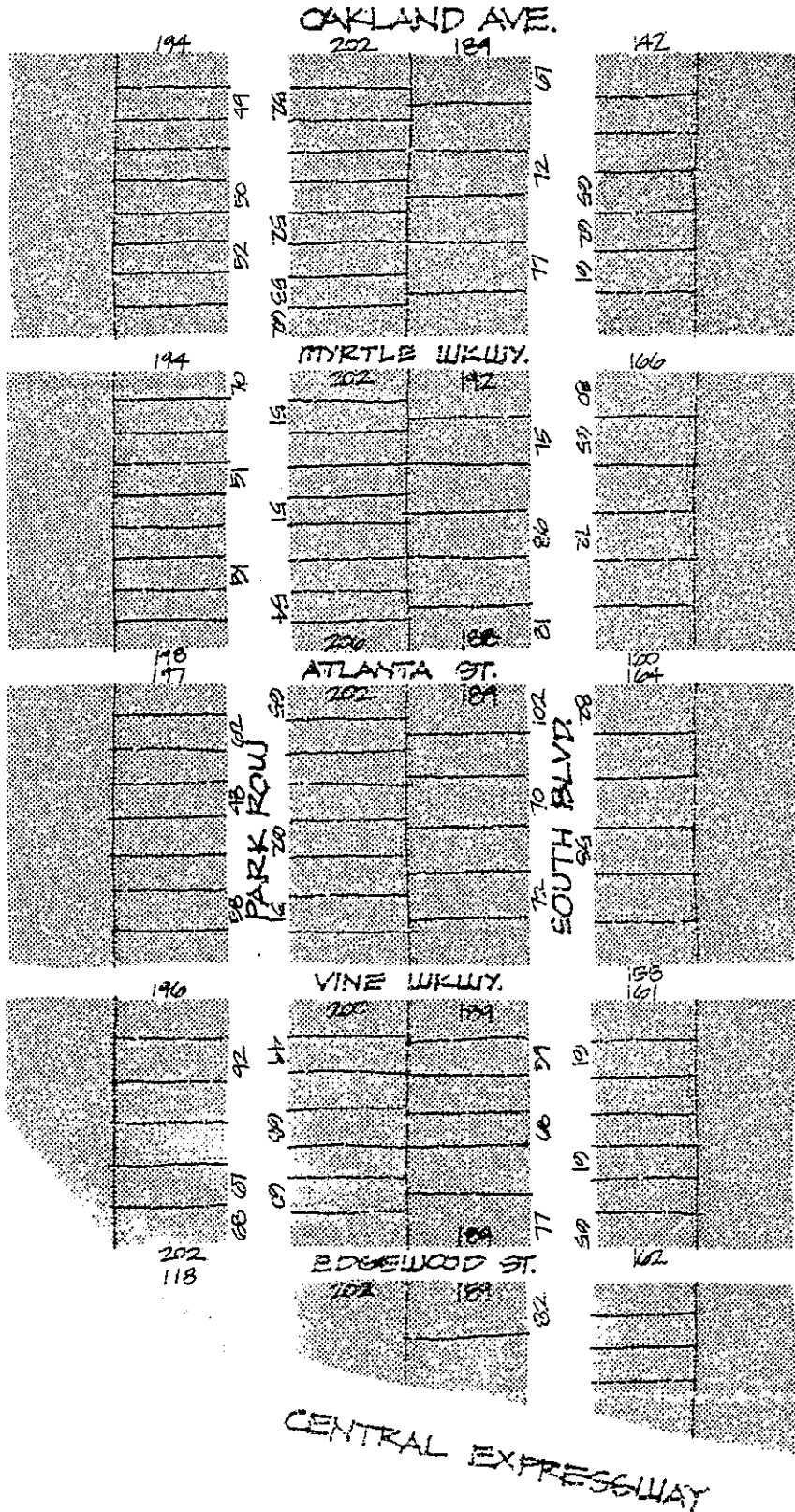
By comparison to most inner city neighborhoods lots along South Boulevard/Park Row are deep with many over 200 feet in length (See Map E). This has allowed the evolution of large front yards, many of which are over 60 feet deep. Set backs vary with the general range in any block being a latitude of 10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

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



# LOT DIMENSIONS

map E



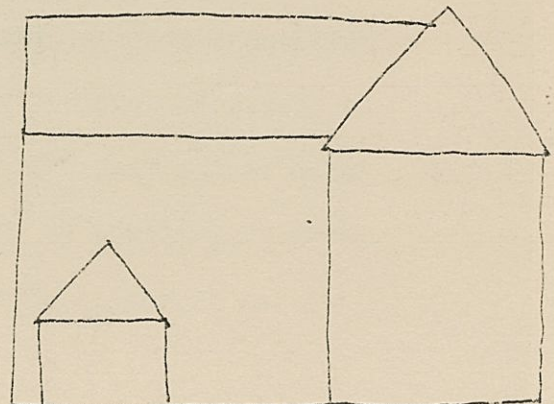
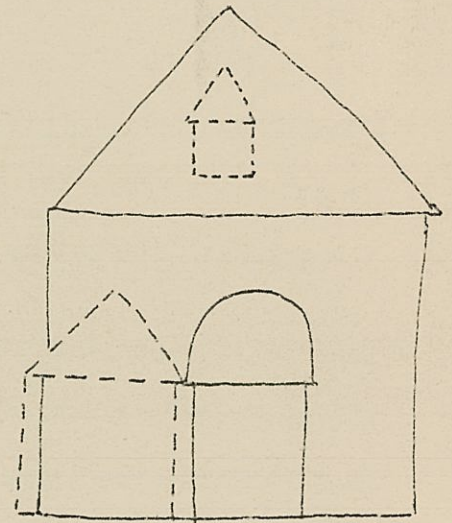
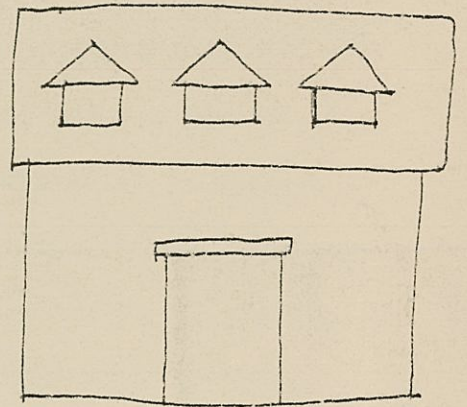
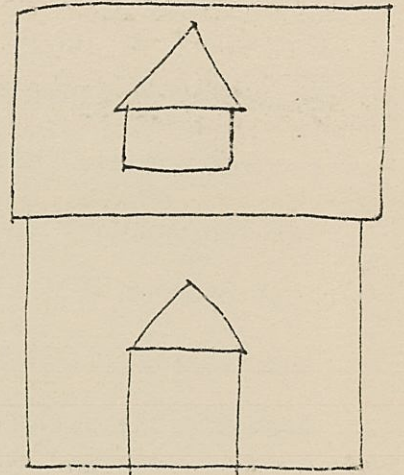
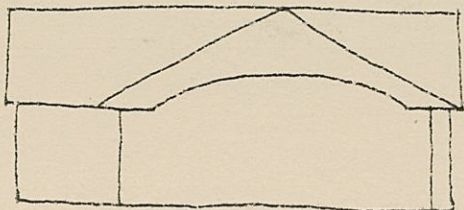
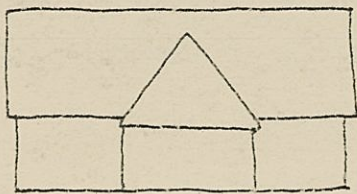
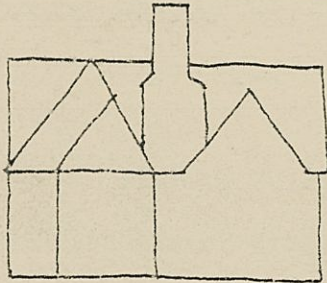
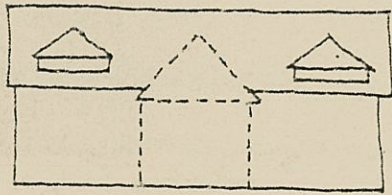
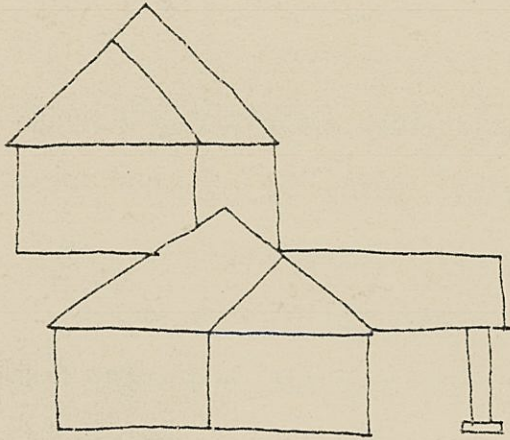






# Diagram # 1

building form and mass





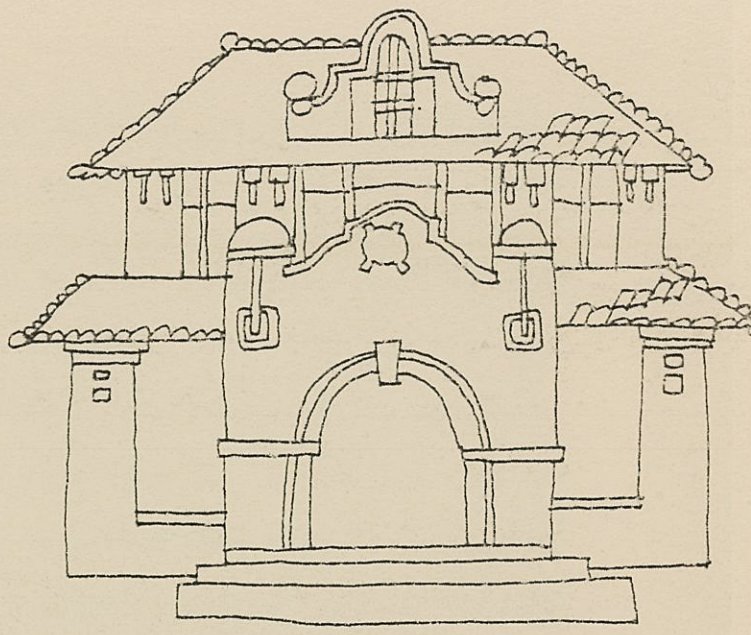
by gables or other roof forms which project forward toward the street. Such projections are characteristic of the "Prairie Style" in architecture which was very popular during and after the first World War and during the 1920's (See diagram #2). It is these projecting roof forms which gives the roof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

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

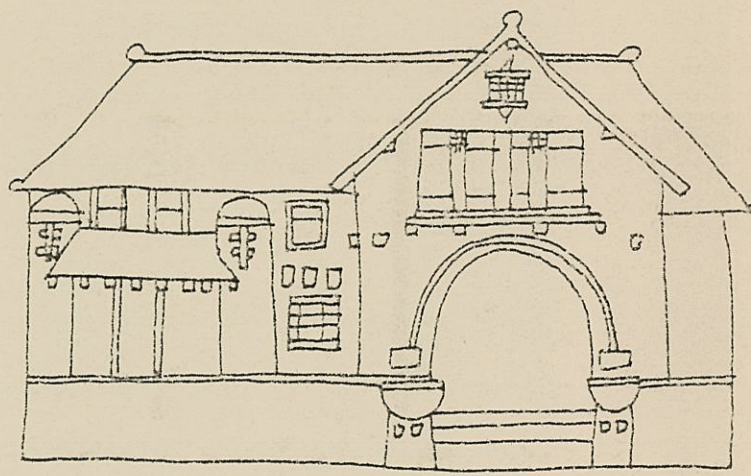
Usually roof projections are supported by large massive columns which again is characteristic of the "Prairie" influence. Many people in the neighborhood have replaced the large massive columns with ornamental iron work. While this has a certain kind of appeal, it is very much out of character with the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



Diagram # 2



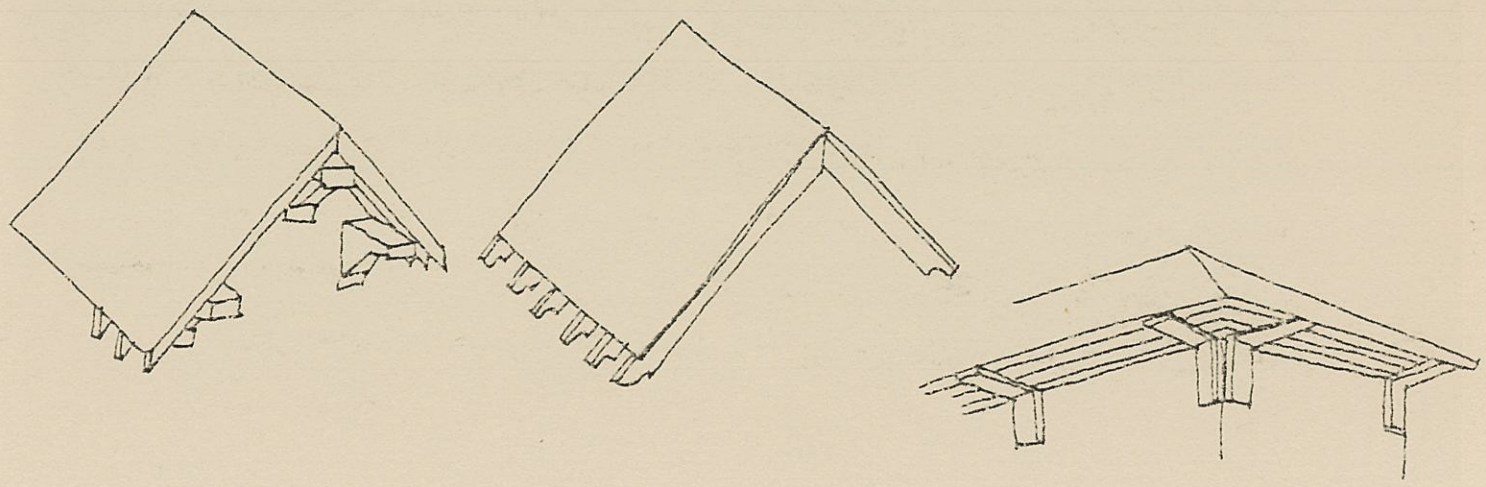
2707 South Blvd.



2419 South Blvd.

Diagram # 3

roof





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

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

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



Diagram #4

entrance  
definition

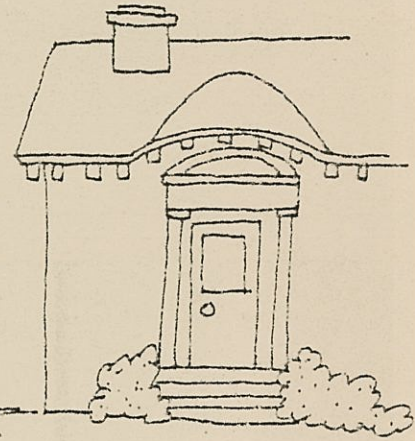
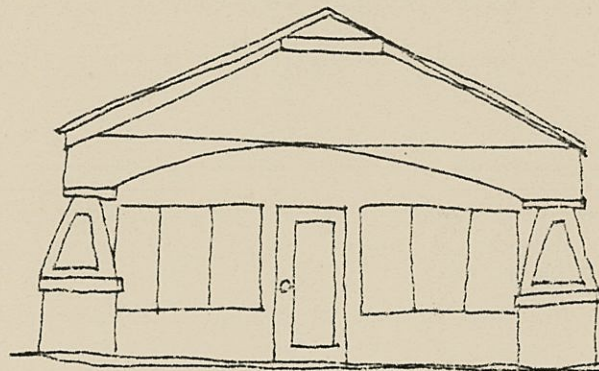
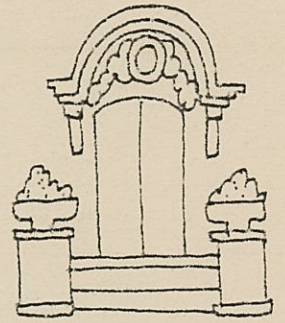
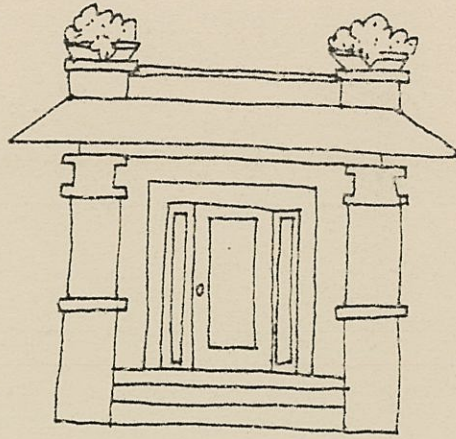
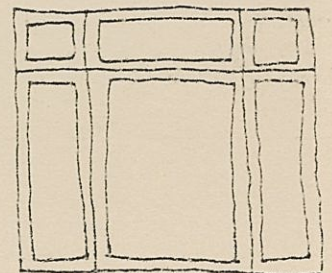
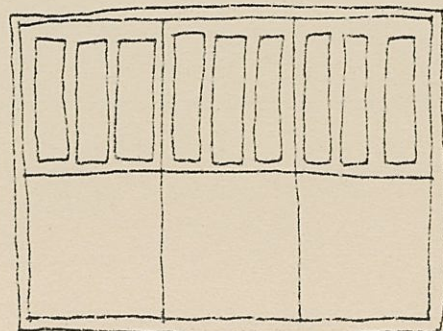
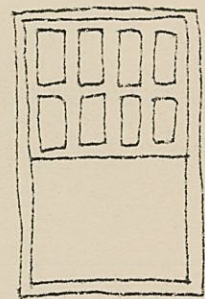
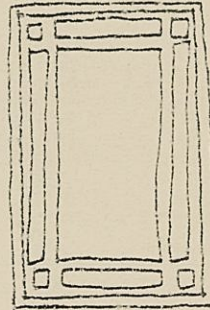
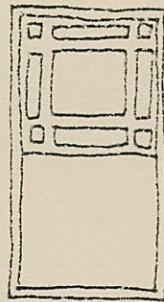


Diagram #5

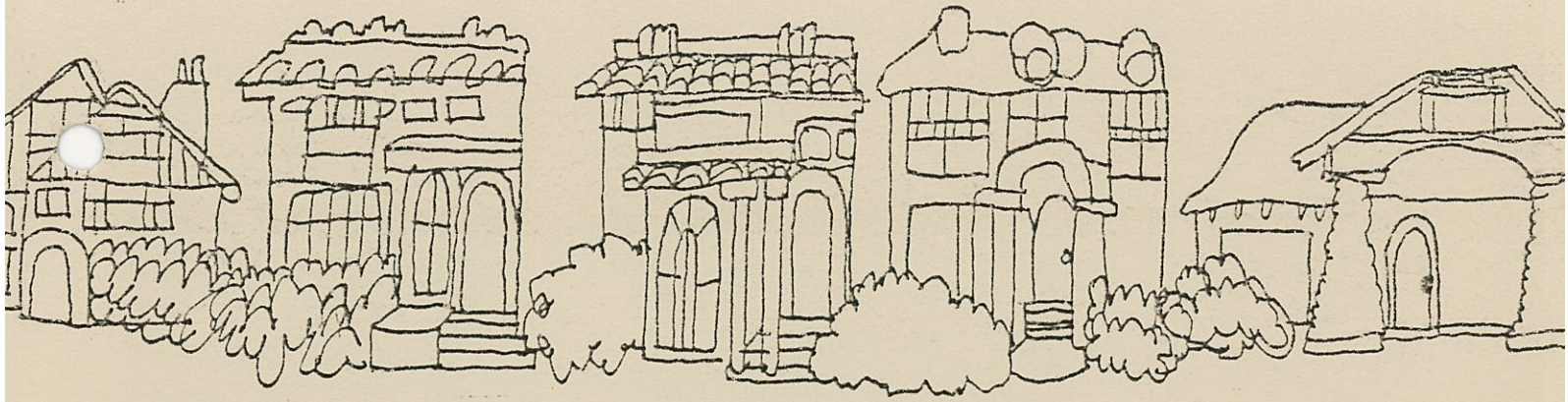
windows











criteria







# CRITERIA

## height:

STRUCTURES SHALL NOT EXCEED A MAXIMUM HEIGHT OF 36 FEET.

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

## roof:

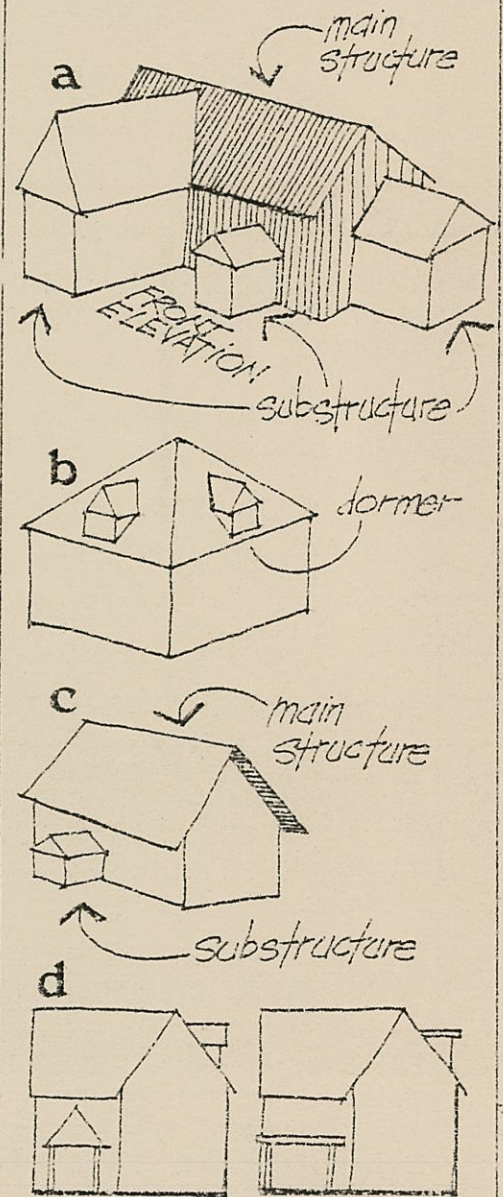
1. THE COMPLEXITY OF ROOF CONFIGURATION SHALL BE ACHIEVED THROUGH ONE OR A COMBINATION OF THE FOLLOWING:

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

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

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

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

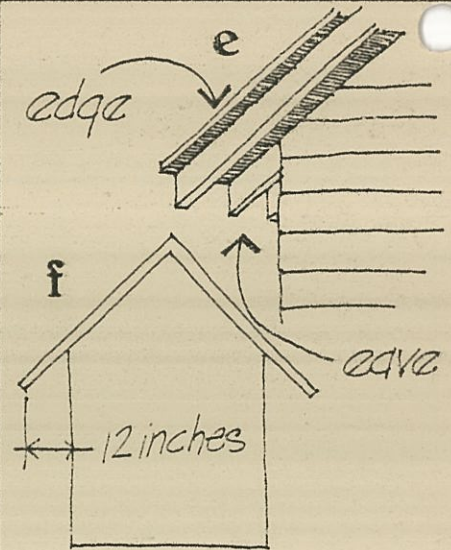




# CRITERIA

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

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

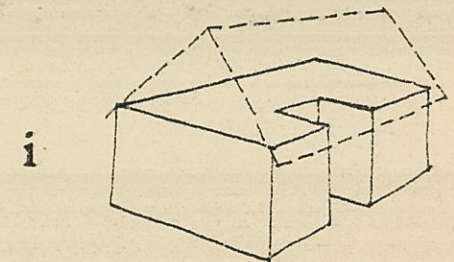
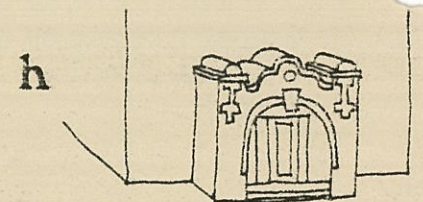
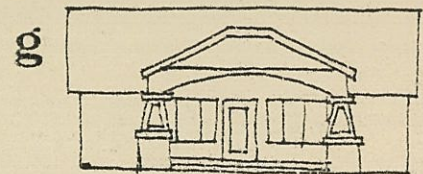


## entrances:

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

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

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

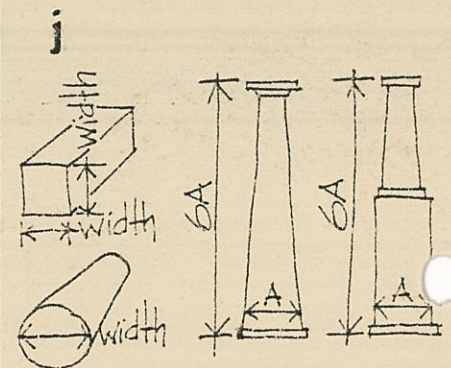


2. IN CASES OF REMODELING A SENSE OF OPENNESS SHALL BE MAINTAINED IN PORCHES AND CANOPIES.

## column massing:

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

Large massive columns are typical to the "prairie style" of architecture and a key consideration in the original design of buildings. Therefore, they are an important element of character and continuity.





# CRITERIA

## openings:

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

(figure k)

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

3. WINDOWS SHALL BE SUBDIVIDED BY MORE THAN TWO LIGHTS.

(figure 1)

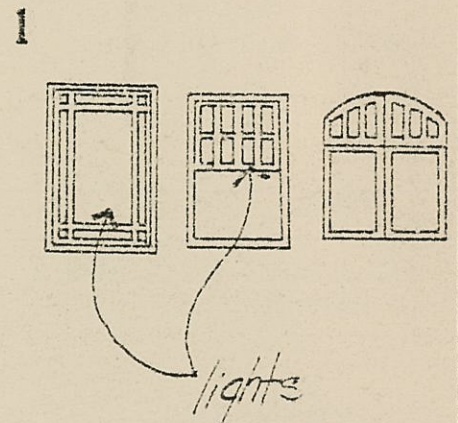
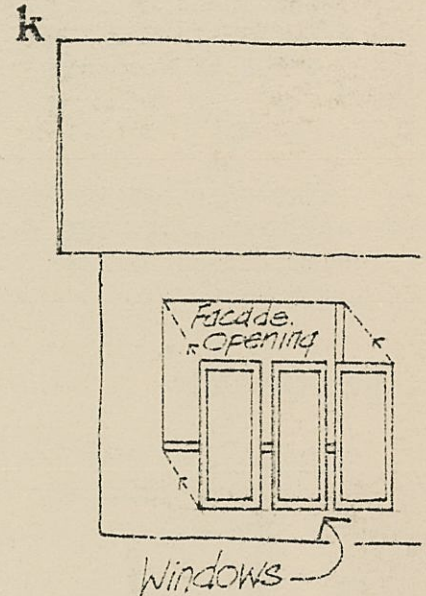
4. NO REFLECTIVE GLASS SHALL BE USED FOR WINDOWS, DOORS, OR OTHER OPENINGS.

## material:

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

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

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





# CRITERIA

## front yards:

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

(figure m)

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

(figure n)

## setback:

1. SOUTHEAST SIDE OF SOUTH BLVD. SETBACK SHALL BE  $50 \pm 5$  FEET.

2. NORTHWEST SIDE OF SOUTH BLVD. SETBACK SHALL BE  $55 \pm 5$  FEET

3. PARK ROW SETBACK SHALL BE  $55 \pm 5$  FEET.

## side yard:

SIDE YARDS SHALL HAVE A 7 FOOT MINIMUM.

## landuse:

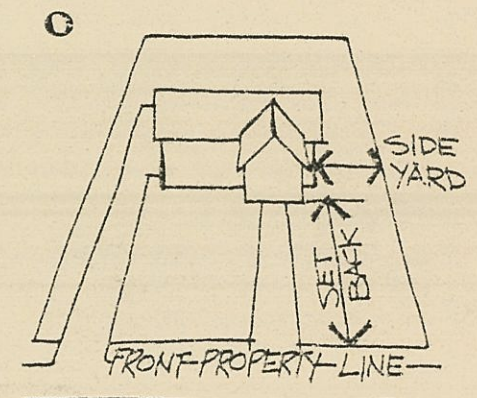
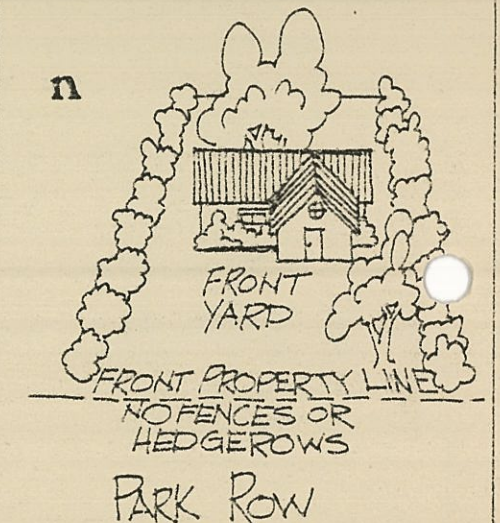
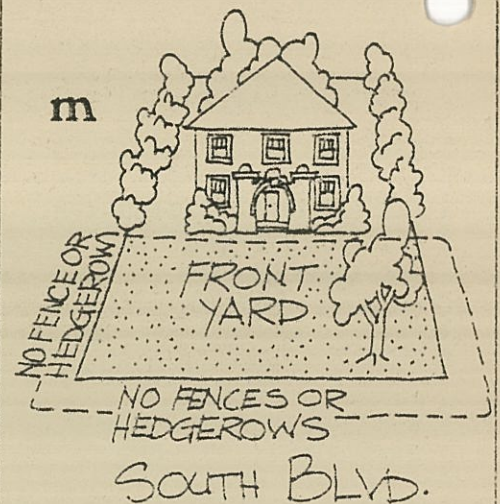
THE PRESENT R-75 ZONING SHALL BE RETAINED (single family zoning) MAKING THE DISTRICT R-75-H.

## boundary:

SEE THE FOLLOWING MAP.

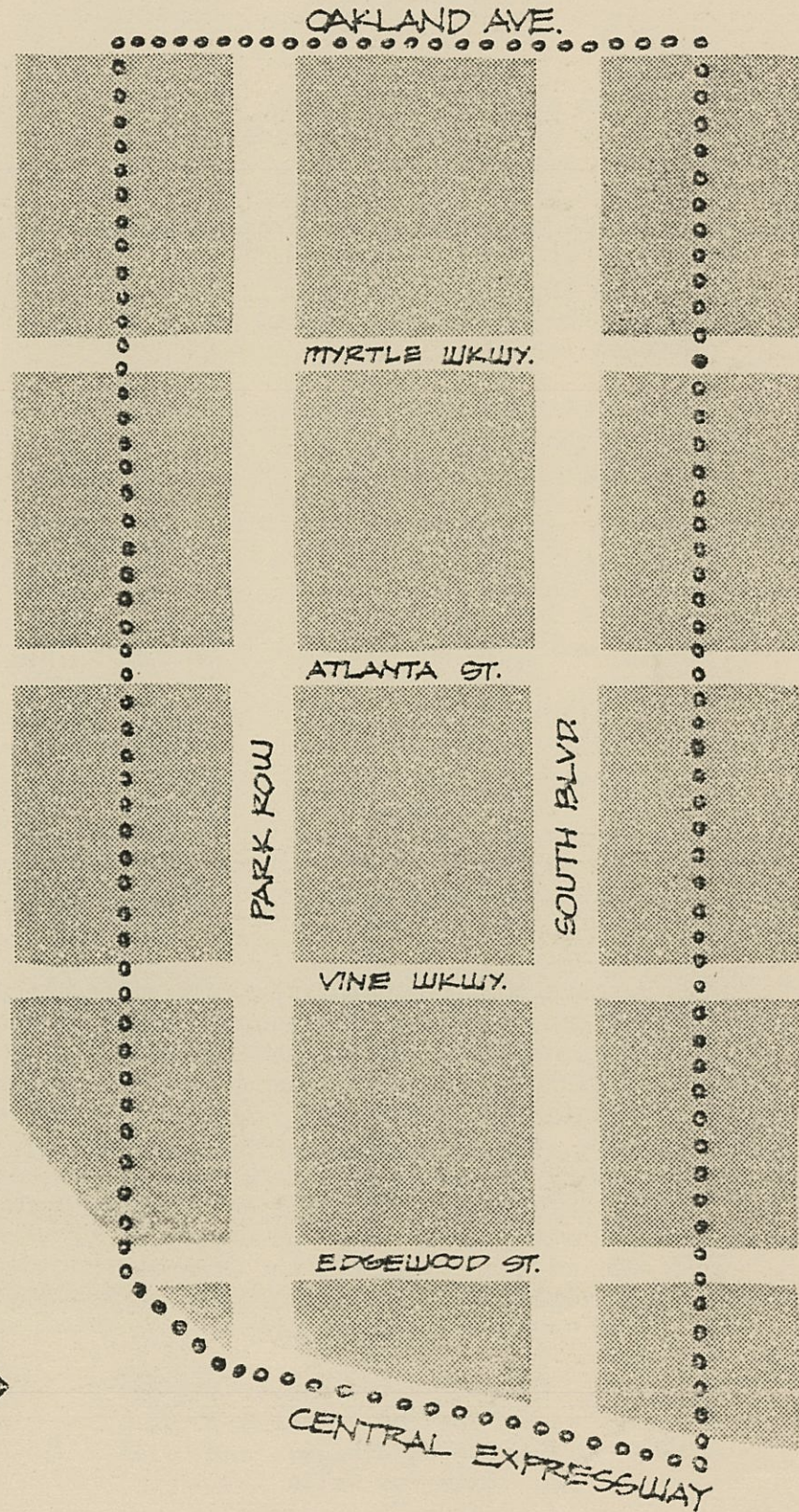
The broad openness of front yards on South Blvd. is an important setting for these typically large houses.

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





# SOUTH BLVD. - PARK ROW HISTORICAL DISTRICT





A PROPOSED LISTING OF ACTIVITIES FOR CONSIDERATION \*

(AUGUST, 1976)

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

3.2.16

\* The numbers following the brochures refer to the Neighborhood Notebook series of the Dept. of Urban Planning, 1976. Specific requests for copies may be directed to the Dept.



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

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

4. A very important project to undertake in the next 6 months is restoration of the parkway. The parkway is a key element in the graceful residential quality of South Blvd./Park Row. Improvements here could have a great deal of impact on neighborhood appearance. However, while money can be gotten together and trees selected now, planting should not take place until fall (For information on planting see the Neighborhood Notebook brochure "Trees for Neighborhoods" # 5001).

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

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

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



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

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

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



#### IV. Long Term Projects

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

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

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



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



## CHRONOLOGY OF SOUTH BLVD/PARK ROW HISTORIC DESIGNATION

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



# SUGGESTED STRATEGIES

