

CASE  
STUDIES  
IN  
PRESERVATION  
2

THE  
MAKING  
OF A  
HISTORIC  
DISTRICT

## SWISS AVENUE

DALLAS  
TEXAS

BY LYN DUNSAVAGE  
AND VIRGINIA TALKINGTON  
HISTORIC PRESERVATION LEAGUE



**Public Library**

JAN 16 1986

**Dallas, Texas**

THE PRESERVATION PRESS

NATIONAL TRUST  
FOR HISTORIC PRESERVATION  
IN THE UNITED STATES

## CASE STUDIES IN PRESERVATION

1. The Failure to Preserve the Queen City Hotel,  
Cumberland, Maryland
2. The Making of a Historic District, Swiss Avenue,  
Dallas, Texas

The National Trust for Historic Preservation, chartered by Congress in 1949, is the only private, nonprofit organization with the responsibility to encourage public participation in the preservation of sites, buildings and objects significant in American history and culture. Support is provided by membership dues, endowment funds and contributions and by matching grants from the U.S. Department of the Interior, National Park Service, under provisions of the National Historic Preservation Act of 1966.

A services brochure with membership application and a sample newspaper and magazine are available on request. The National Trust welcomes suggestions for future studies. It also encourages individuals and groups to report lessons they have learned, so that with Trust aid their experiences may be shared in a variety of ways, including publication in periodicals, monographs and in series, such as the recently inaugurated Case Studies in Preservation.

*Cover and title page photograph: 6014 Swiss Avenue in the Swiss Avenue Historic District.*

The Historic Preservation League is grateful to the staff of the Dallas Department of Urban Planning: Jim Schroeder, the director who authorized the matter; Weiming Lu, head of the Urban Design Department, whose vision and sensitivity to historic preservation provided the impetus; Don Swofford, who identified Swiss Avenue and its potential; Robin McCaffrey, who drafted the ordinance and who, with his wife, Janet, spent countless hours working with the residents of the district; and Alan Mason, who has had the mixed blessing of enforcing the ordinance. Without the dedication and technical expertise of these persons working on the survey and the two ordinances involving the members of the Historic Preservation League would not have been free to pursue their role of communication and education.

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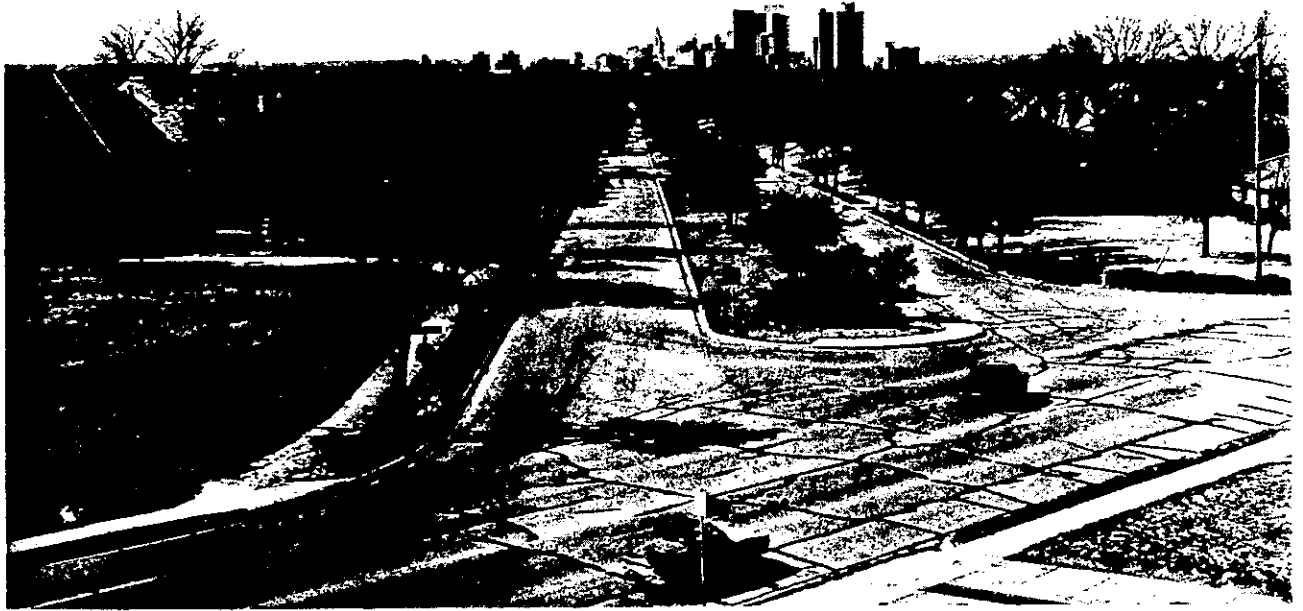
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View of Swiss Avenue from La Vista. The Dallas central business district is in the background. (Bob Stump)

5002 Swiss Avenue (1913). (Stump)



## Foreword



*The Making of a Historic District* is the second in a series of National Trust case studies in preservation activities. The Case Studies in Preservation series presents a factual analysis of specific preservation activities, generalizations from experience based on the theme of "lessons": lessons in losing, lessons in winning and lessons in organization. Many preservation projects have a common ground of problems and opportunities, and the series focuses on these facts and suggests means by which these problems and opportunities can be recognized and effectively handled. The series shows either how individuals and groups have confronted problems and solved them or how groups have failed to find solutions but in doing so have pointed others in the direction of success.

In the fall of 1972, the National Trust for Historic Preservation, through its Department of Field Services, first heard of the work of the Historic Preservation League, Inc., of Dallas, Tex. In January 1973, the league was awarded a \$500 matching grant from the Trust Consultant Service Grant Program to assist in the retention of an architectural historian to conduct an architectural survey of the proposed Swiss Avenue Historic District. Subsequent to the eventual establishment of this district, the Trust awarded the league another matching grant of \$800 to assist in the retention of legal services to challenge a proposal to build a highrise apartment building in the district. Since the fall of 1972 various members of the department staff have continued to provide information and/or advisory services to the league. The experiences of the league and the techniques employed to achieve its objective are worthy of emulation, and the creation of the Swiss

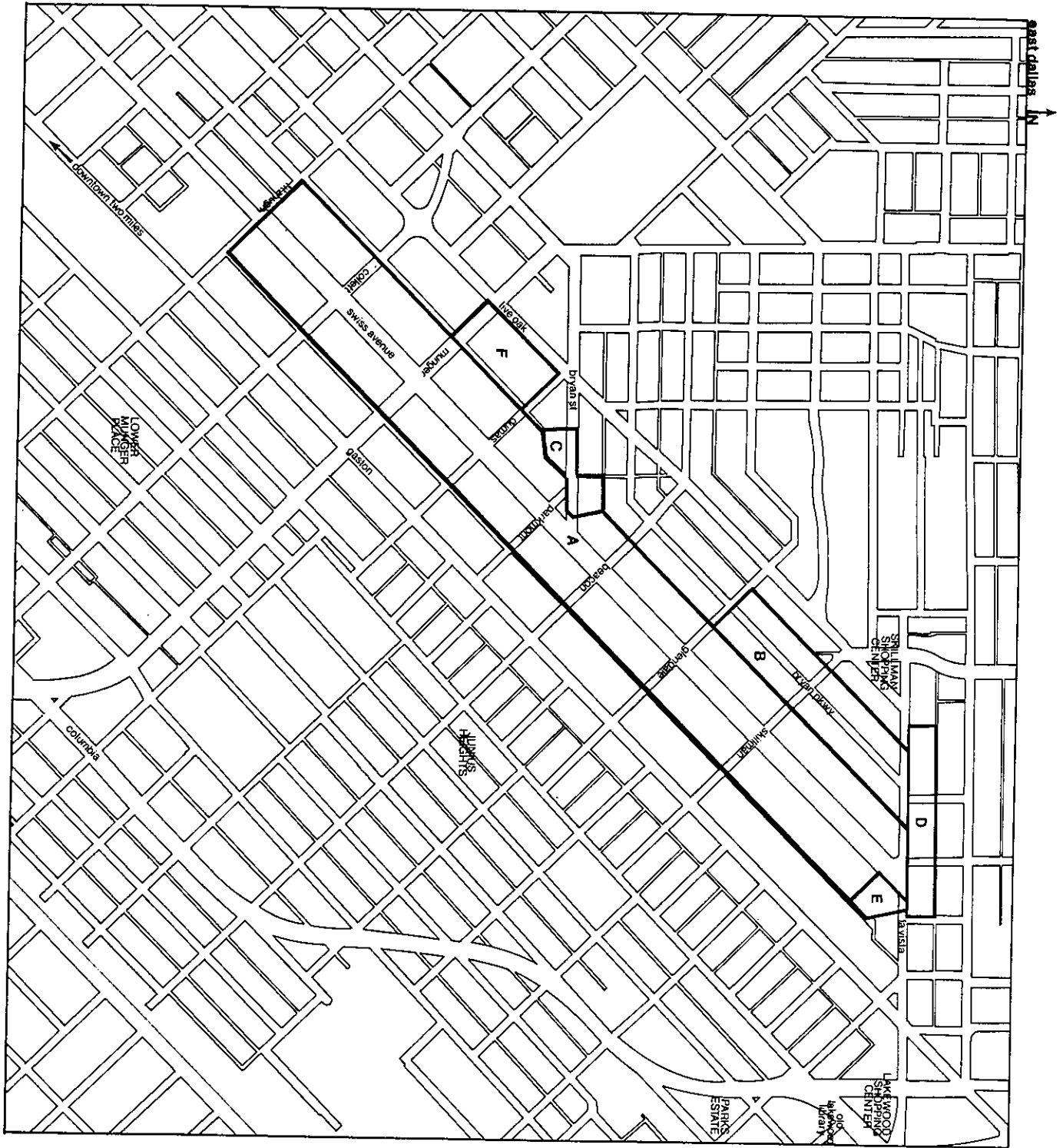
Avenue Historic District can provide valuable guidelines for other organizations undertaking similar ventures.

The National Trust was pleased to include a presentation on the Swiss Avenue district at the Trust 1974 annual meeting in Portland, Ore., and at the 1975 Salt Lake City, Utah, workshop on establishing historic districts.

The work of the league in this project is representative of a rapidly growing area of urban preservation activity throughout the United States—identification, evaluation, legal protection and controlled change in architecturally distinctive urban residential neighborhoods. The Swiss Avenue Historic District, entered in the National Register of Historic Places, is also significant because all the houses were built in the 20th century. Recognition in this form, even though primarily of local significance, makes it as worthy of protection as are 18th and 19th-century urban environments.

The National Trust recognizes the many valuable contributions of the Dallas Department of Urban Planning in providing technical and professional assistance to the Historic Preservation League. The Trust is also appreciative of the time and effort of Virginia Talkington, vice president, and Lyn Dunsavage, public relations chair, who prepared this manuscript, and hopes that the shared experience of the Historic Preservation League will be of value to other individuals and organizations attempting to conserve segments of our urban environment.

Russell V. Keune, AIA  
Director  
Department of Field Services



Old East Dallas, including the Swiss Avenue Historic District. (Dallas Department of Urban Planning)

# Background

The Historic Preservation League in Dallas faced the same problem that groups in many urban areas face. It wanted to save an inner-city neighborhood that was historically significant but had deteriorated over the years into a classic example of urban blight. Scores of houses had been subdivided and allowed to deteriorate; still more had been destroyed by fire, vandals and unconcerned owners. There seemed to be no way to reverse the pattern.

Specifically, the area was composed of approximately 200 houses built between 1905 and 1925, an era of significant early growth in Dallas. Perhaps the largest intact neighborhood of turn-of-the-century houses in the Southwest, the area was located within three miles of the heart of downtown Dallas.

As a collection of houses, it was valuable for several reasons. First, it was part of Munger Place, one of the earliest and most innovative real estate developments in Dallas. The area originally was protected by deed restrictions that dictated a uniform setback and rhythm of spaces between the structures, one of the most striking spatial features. Within this framework, each house was designed by the architect of the owner's choice, creating an architectural richness and variety. Another unusual aspect of Munger Place was the economic diversity; the president of Magnolia Oil lived on Swiss Avenue and the local high school music teacher lived within a block on the smaller-scale Bryan Parkway. The development incorporated the small town concept of economic heterogeneity.

Most houses within the area offered a rich genealogy of persons important to the early growth of Dallas. Many residents, however, did not recognize the historic value of their houses because the area had deteriorated and in the public image it was a slum.

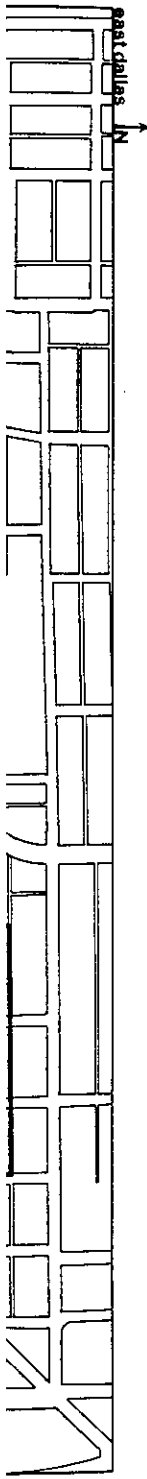
Nevertheless, some of the residents of the area realized that the creation and control of a historic district might reverse this pattern. The Urban Design Division of the Dallas City Plan Department had first perceived a historic district as a possible solution to the problems. Using typical foresight, Weiming Lu and Jim Schroeder rejected other

urban renewal approaches, such as higher use zoning and government subsidized highrise projects. Those involved believed that the protection provided by historic district zoning would allow individual enterprise and neighborhood effort to flourish. It would provide the spur and the protection for private renovation and investment, and therefore it would restore the neighborhood; at least historic districts had done so in other metropolitan areas.

Getting an ordinance written and passed was only one of many serious problems the league faced, however. First and foremost, it was a neophyte group of only nine. Loose-knit and unorganized, it was referred to in the newspapers as "an unnamed group of interested citizens." Nevertheless, the persons interested in the project were talented. They included two architects, an audiovisual expert, a freelance writer and journalist, a banker, a well-to-do and generous contractor, two lawyers and several hardworking dilettantes. The composition of the preservation group had much to do with the approach taken in the creation of the district.

This original nucleus of nine was faced with a large number of residents and absentee owners who believed the area was worthless except for the economic value of the land, which was zoned for highrise apartments. An even larger city population did not recognize the existence of the area except as a write-off—a place not to visit, much less to live. In addition, the group constantly came across people who knew something about historic sites because they had visited them; they believed that historic significance was a quality of something that was old, one of a kind and usually something you had to pay admission to see. Because the Swiss Avenue area was developed around 1900, these history fans obviously had no understanding of the reasons for suggesting that Dallas should create a historic district to protect its oldest buildings; after all, they certainly were not "that old."

It was these obstacles, coupled with attempts to find examples within similar organizations, that prompted this sharing of the Historic Preservation League experience.





THE HISTORIC PRESERVATION LEAGUE  
**ANNUAL HOUSE TOUR**  
**SWISS AVENUE**  
**BRYAN PARKWAY**  
 FUTURE OF THE PAST: THE HISTORIC DISTRICT

Saturday  
 May 18

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Historic Preservation League publications: (left to right) general brochure, house tour announcement and pamphlet series.



# Focus on Communication

## Beginning Decisions

The original loosely knit, unnamed group in Dallas was not the prestigious organization frequently associated with historic preservation. Although some of the members were wealthy, most did not regard their efforts as totally avocational; their homes, life style and the future of Dallas's past depended on the group's ability to accomplish. To say the members were neophytes is to say that if a group knows of the National Trust for Historic Preservation it is one step ahead of where the Dallas group was three years ago.

The rather ominous sound of "an unnamed group" and the importance of what was needed forced a realization of the necessity of organization in historic preservation. Members began to organize by calling other areas that had considered or organized historic districts and asking for information. Through this method, they learned of Jacob H. Morrison (author of *Historic Preservation Law* and, with his wife, recipient of the National Trust Crowninshield Award in 1974) and, since he appeared to be well known, articulate and agreeable to visiting and giving guidance, they invited him to direct them on their way.

Obtaining consultation initially was an important first decision, eliminating much time and hardship and giving insight to the roads that had already been laid. Other sources of advice were the National Trust, the state historic preservation officer and the Texas Historical Commission, resources that were as pleased to learn of sincere citizen effort as the group was to learn about them. The Dallas group found that little in conservation can be accomplished without group effort and that these people and organizations are more than willing to help out in any way they can.

As a result of the Morrison visit, the group made an immediate decision to incorporate as the Historic Preservation League. Using National Trust sample bylaws, it established an organization with an identity that was educational in nature and broader in scope than that of a group just intent on saving its neighborhood. The league could see the need for preservation activity throughout the city of Dallas and, indeed, there proved to be other neighborhoods and other citizens who had the same problems the league was having in the Swiss Avenue neighborhood.

The immediate dilemma was that the league was a group of nine that wanted to make the impact of a group of 1,000. Knowing it could not immediately attract a large membership, the usual, long-term method of establishing an identity, the league took a shorter route to an immediate, respectable position. It made every member an active participant by making each one an officer. The league also asked several well-known, prestigious persons in Dallas to serve on a Board of Advisors, trying for a representational cross section—a major architect, a leading realtor,

an art museum director, a bank president, a historian, community-minded women, descendants of the area's oldest families and the president of the local Chamber of Commerce. The Board of Advisors had no responsibility other than to lend the members' names to the preservation effort and, if some case should arrive where their expertise would be helpful, to offer advice through consultation.

The league then purchased handsome paper, printed its logo and the names of officers and members of the Board of Advisors and typed all letters on a borrowed electric typewriter. Having made a definite commitment to communication, the Historic Preservation League of Dallas was in business, although most architectural historians would probably have likened the organization to a false front.

Since the league had so recently been totally ignorant of the finer points of preservation, it assumed the total ignorance of everyone else. Members shared each new piece of information with anyone even remotely concerned with the cause, writing to them on league stationery.

The league had stumbled on its most important principle—communication—and began to communicate repeatedly, in more than one way and with many different groups: the residents of the neighborhood, other organized groups in the community, the city planning staff, public officials, the business community and the communications media.

## The Neighborhood

In order to change the attitudes of some of the residents in the area and to fortify those of other residents, the league began by publishing a series of brochures. The first two brochures dealt with the architectural and cultural history of the area. Many people were not aware of some of the basic information that historic preservationists take for granted—for example, the ages of the houses and something about their architecture—so the league communicated this information. These brochures did not mention the creation of a historic district. They were designed to educate about the area, not hard-sell the establishment of a district. The third brochure dealt with the numerous questions residents had raised about the impact of the proposed historic district on them and on the area. The fourth brochure concentrated on the economic effect of other historic districts in the United States. Because the Swiss Avenue area was zoned for highrise apartments, the economic impact of a historic district was a valid concern of the residents and the absentee landlords. It is common for an organization to depend on one brochure to explain everything about its position. The league believed a series would be much more effective because it allows an impact to be made more gradually; therefore, there is a better opportunity to change the positions of those initially opposed.

The printing of these brochures was donated, so the cost was minimal, and the brochures were hand delivered to every resident.

The Historic Preservation League also published a newsletter, *The Munger Place Occasional*, appropriately titled because it came out whenever convenient. The newsletter attempted to restore the neighborhood feeling that had been lost for so many years. By careful reporting of all ongoing activities relating to the proposed changes in the area, it served a dual purpose of short-circuiting rumors and of making the residents feel a part of the daily decision-making. Not a strong propaganda sheet, the newsletter contained a chatty neighborhood column and articles written without heavy editorial bias. It costs little to publish a newsletter, and over a year the impact can be great.

Another important communication device was the reprinting of pertinent editorials and newspaper and magazine articles. These reprints were attached to the *Munger Place Occasional* and distributed to the residents. Reprints were also used to insure that decision-makers, such as the City Council, the City Plan Commission, bankers, realtors and businessmen, saw the same articles that preservationists believed were important.

Public meetings based on the town meeting concept were another vehicle of communication. Only one of the four meetings had a tight program about historic preservation and its impact. All of them allowed ample time for discussion, which served an important purpose in gauging the concerns of the residents, in wiping out misconceptions and rumors and in assuaging tempers. Authorities were invited to be in the audience. Then, if someone would not take the league's word for what was happening in city hall or the real estate market or wherever, there was someone else who could substantiate the league position, interpretation or explanation.

Dallas operates under a city manager form of government. The day-to-day work of the city is conducted by a staff, whose work is approved by the City Council and its appointed commissions. The Historic Preservation League initially worked with the staff in the City Plan Department, putting together the survey, ordinance and boundaries for the historic district. Once the boundary and ordinance were prepared by the City Plan staff, approval had to be obtained successively from three groups: the Dallas Historic Landmark Preservation Committee, the Dallas City Plan Commission and the Dallas City Council. The Dallas City Council is an elected body that appoints the City Plan Commission, which makes recommendations on all zoning and land use decisions. The City Plan Commission, in turn, appoints the Dallas Historic Landmark Preservation Committee to advise them in all decisions affecting historic properties in the city of Dallas. Thus, approval for historical designation is sought on three separate and successive levels, beginning with the Preservation Committee and ending with the City Council.


Whenever the league corresponded with any of these city officials, copies were made of the letters and distributed to area residents to also keep the residents informed. When

the proposed ordinance was written, the Historic Preservation League sent copies of the proposed ordinance to the residents, with letters explaining the proposed version. If residents desired, they too could wade through the legal language to discover the exact significance of the ordinance. It was vital that the residents believe that every effort was being made to keep them informed and that they were not being bypassed.


In addition, the Historic Preservation League made major door-to-door campaigns in pairs. Initially this was done to meet neighbors and to discuss the proposed historic district with them. The second time the visits updated the league's assessment of each resident's position and attempted to gain support. The last two times were official visits to ask for written commitments of the residents' positions in order to communicate these positions, statistically and correctly, to the City Plan Commission and, later, to the City Council. To emphasize its sincerity in this communication process, the league printed postcards addressed to the city so that residents could write their positions, either pro or con, and the residents were helped to articulate these positions. Pro and con petitions also were carried on visits, to insure that the league assessment of the residents' positions would be the one accepted by the city.

A question about the exact number of people for or against a proposed change often arises in zoning cases. In Dallas, if more than 20 percent of the residents and adjacent residents of the proposed area are against a change, the City Council has to pass the proposed ordinance by three-quarters instead of a simple majority. Therefore, the statistics are not only indicators to appointed and elected officials of the support of their constituency, they also have legal ramifications. Typically, each side asserts that its statistics are correct and contends the opposition used questionable techniques to obtain its statistics. In other words, statistics can be twisted to support either side. In order to circumvent these problems, the Historic Preservation League presented a visual display, a map of the neighborhood with pro, con and undecided indicated by color and legend on a lot-by-lot basis. Accompanying petitions substantiated this map. Becoming totally familiar with the entire legal process required for passage of an ordinance is the best advice. Too many preservation groups are at the mercy of opposition lawyers who know how to manipulate the system to their advantage.

The league did not attempt to go door-to-door in the neighborhoods adjacent to Swiss Avenue. Instead, using somewhat the same method as with neighborhood residents, it talked with organizations, obtained signatures on petitions, wrote letters to all adjacent property owners (as listed in the city tax records) and distributed stamped, addressed postcards to be returned to the city to record public opinion. Adjacent areas are important because an area or building does not exist in isolation and close neighbors also have a vote on the proposed change. Historic districts benefit not only the immediate area but adjacent areas as well.



# MUNGER PLACE OCCASSIONAL




PURVEYOR OF NEWS AND INFORMATION TO THE RESIDENTS OF DALLAS' FIRST HISTORIC DISTRICT

VOL. 1

AN H.P.L. PUBLICATION

NO. 3

NEIGHBORHOOD ACTIVITIES INCLUDE A GENERAL MEETING AND AN OPEN HOUSE

Sunday, August 26, will be open house day for 5749 Swiss, and Thursday, September 20, will be the first general meeting of the Historic Preservation League. Everyone is invited to both free occasions.

The open house is a "sneak preview" of the Swiss Avenue home before some of Dallas' top interior designers decorate it for the Theta house tour to be held Sept. 28. Following the sneak preview or "bare bones" showing, the house will be closed until a gala opening party September 27. The house will then be open daily until Oct. 14.

The Designers' Showhouse is a joint project of Kappa Alpha Theta sorority alumnae and members of the American Institute of Interior Designers. Tickets to tour the house will be \$2.50 if purchased before Sept. 28, and \$3.00 at the door. The money is donated to the Cerebral Palsy Center and the AID Scholarship Fund.

Fifteen rooms of the latest and most creative plans in interior design will be on view for the tour. Neighbors are invited to both the free "bare bones" showing and the Designers' Showhouse after they do their thing.

**DON'T FORGET**

You can join the HPL by sending \$10 for a regular membership to P.O. BOX 9765 or by volunteering your services. We would like either your time or financial support or both. HPL is open to everyone, not just residents of the Historic District. Please join.

The General Meeting of the HPL will feature a film from the National Historic Trust in Washington, D.C. called "A Future for the Past." The location of the meeting will be announced at a later date, but put Sept. 20 on your calendars.

Future plans for the HPL will also be discussed at the meeting.

**HISTORIC PRESERVATION LEAGUE OFFERS A FREE ADVERTISING CAMPAIGN FOR AREA**

If you decide to sell your house and want it advertised free, contact Anne Courtin, 827-1278, or Virginia Talkington 827-8816.

The HPL would like to facilitate owners desiring to sell. Of course, the League is not interested in any commission.

Ad describing life in Old East Dallas and the Historic District have been run in the Home Sections of the Dallas Morning News and the Times Herald. Also, classified ads specifying the homes available have been run in the classified ad section. The address of the home, whether the home is being offered by owner or realtor, and a number for contact are the information listed in the ads.

Also, in order to develop an interest and awareness of the Historic District and the surrounding areas, a series of articles have been published in the Home sections of the News and the Herald. Lyn Dunsavage has written these articles, and Mike Brown has provided the illustrations of homes in the District. A copy of one of these articles is included in this issue of the Occasional.



Classical porch detail enriches a house on Swiss Avenue.  
(Stump)

Oldest house in the Swiss Avenue Historic District (1905).  
Formerly a boarding house, it has been restored since the  
district was formed. (Stump)



The support of the residents is an important factor in the passage of a historic district ordinance. Elected city representatives are reticent to do anything of this magnitude without resident support. The first time any development is known, whatever it is, it should be communicated to the residents. As the situation changes, communicate it. When the project is in final form, communicate it and the final position. Perhaps this seems to be too fundamental a lesson, but frequently persons in authoritative positions believe they should keep things under wraps until plans are finalized and "presentable." That is the easier and the cheaper thing to do, but it does not help to communicate a position; rather, it is much more likely to deter that communication. People resent being informed about a proposed ordinance or something coming up for public discussion the week before it occurs, particularly when it has to do with their property. They want to be in on the evolving, decision-making process. This was true on the neighborhood level as well as in attempts to save individual buildings throughout Dallas. Without exception, on other projects every time the league waited and communicated its position in the last stages of a development, it lost. Every time the league took the time and money to battle the people who disagreed with its approach and to inform the residents in every stage of development, it won. This principle of communication is based on the premise that attitudes sometimes can be changed if a position and the logic behind it are gradually presented. It is also based on the assumption that much opposition is the product of lack of knowledge or misinformation.

### The Business Community

In order to create a viable historic district in the heart of the inner city, a group must have support from the business community. Without banks and other lending institutions, a historic district might be established, but it is going to be extremely difficult to bring about extensive rehabilitation. Without realtors supporting the cause, few houses get sold. And without the Chamber of Commerce and local businesses, little legislation gets passed.

Viewing these groups as the enemy is one of the most common errors. It cannot be assumed that they will agree or disagree. True, businesses are a more difficult area to assess because businessmen are attuned to thinking in terms of growth and new development, depreciation and tax write-offs. In addition, they find it difficult to seriously consider a group of "little old ladies in tennis shoes," if that is what a group appears to be. But, as with anyone else, total ignorance must be assumed in the area of preservation and they must be educated. And education requires communication.

A multiple approach to communication with the business community was used by the Historic Preservation League. First, any personal contact that was established or could be established was crucial to the cause. In the case of lending institutions, appointments were made with the

presidents, vice presidents, board members and loan officers. Banks and lending institutions, like other organizations, have their own communications problems; sometimes the right hand does not know what the left hand is doing. For this reason it is important to contact all levels throughout an individual institution.

It would have saved much time and effort to have gathered representatives from a number of institutions for a group presentation. However, on the advice of Reid Williamson, former director of Historic Savannah and now in Indianapolis, Ind., this was not done. His rationale was that most lending institutions have a strong identity and are often in competition with each other; therefore such a meeting could be disastrous. He suggested cocktail parties at newly renovated homes and weekends on yachts for bank presidents. Cocktail parties were a marvelous idea; it happened that many of the bankers in question had never been in Swiss Avenue homes and the liquid assets of parties appealed to them. However, yacht parties in Dallas would have to be in drydock.

When using the personal approach, the Historic Preservation League went armed with statistics on the impact of historic preservation in other cities. In the presentation, individual cases of persons moving into the area and restoring houses were given as examples of the interest the proposed historic district ordinance had created. Bank officers were invited to meetings and were given publications, newsletters, brochures and articles on preservation.

The slowly growing membership of the league was encouraged to drop by and visit with officers of their banks or lending institutions and to discuss the attributes of living in the Swiss Avenue area and in the inner city. When a bank or lending institution made any commitment to the area, efforts were made to publicize the action through verbal and press contacts. When persons were interested in buying or restoring a house in the area, they were directed to a specific lending institution officer who was familiar with its commitment. The officer was then notified that a referral had been made. If a bank or a lending institution had made a public commitment to the area and a case occurred in which a person had gone to that institution and had been told in a blanket fashion that the institution was not interested in old houses, the case was appealed to those who had assured the league of the institution's commitment. The Historic Preservation League did not involve itself in credit ratings or class action suits against lending institutions or in any areas that are solely the domain of the financial institution. Instead, it communicated on as many different personal levels as possible.

Prior to the approval of the historic district designation, it was difficult to communicate with the realtors; there was little time to make any concerted effort. However, whenever any house was for sale in the area and was shown by a realtor, league members dropped in and discussed what was happening in the area so that the realtor could inform prospective buyers. The realtors were pleased to have the information, and some subsequently changed their attitudes about the desirability and prospects of the neighborhood.

Avenue.

st (1905).  
since the



Local merchants were included in all activities. They received invitations to all of the meetings; league members stopped by their businesses and talked to them about how the district would stabilize their trade area. They were asked to assist in ticket sales for the house tour, which would bring thousands of people to the area, and were asked for their aid in obtaining signatures for petitions. Personal commitments of businessmen to the area were publicized through feature articles and notes in the league's community newsletter. When the ordinance was being considered by the City Council and by the City Plan Commission, the league prepared an official statement for the merchants' organization and asked them to adopt it and read it at one of the public hearings. Merchants were of tremendous help throughout.

One of the more influential groups for a preservation cause is the Chamber of Commerce. The Chamber plays different roles in different communities, but it almost goes without saying that even the weakest Chamber would be an asset. The Swiss Avenue District was blessed with several strong supporters in the East Dallas Chamber of Commerce. Again, the support of any organization or institution cannot be assumed. The Historic Preservation League contacted the director of the Chamber and individual board members well before their support was needed, assessing its position before approaching the entire organization. When the ordinance was under consideration by the City Plan Commission and by the City Council, a resolution was prepared for the Chamber to consider and it was presented to the Chamber board along with a spirited talk about what the ordinance would do for the area, and its support was solicited. The Chamber supported the league cause and communicated this position on its letterhead to the appropriate city bodies prior to the City Council hearing. The league typed the resolution and envelopes for the Chamber, and a member of the Chamber read its position at the hearings. It is also helpful to have a representative from the Chamber on the board, so input from the Chamber can be obtained throughout the campaign.

### The City Government

Just as one cannot assume that all businesses think alike, one also has to understand that the city government consists of a large staff, composed of numerous departments, and also has elected and appointed boards that vary considerably in their attitudes and approaches to any problem. It is also important to realize that the Council, Commission, Landmark Committee and staff do not necessarily know what the others are doing. Thus, communications should be directed to each group and to individuals within the groups.

In Dallas, the City Plan staff had initiated the idea of a historic district. Therefore, the league's main problem was to educate and communicate with the residents and to communicate the positions of residents on the changes that were constantly occurring to their City Plan Department.

Meeting with the City Plan staff frequently during the drafting of the ordinance was helpful to all involved. The league also assisted the staff in a historical and cultural survey of the area, done with help from the Consultant Service Grant Program of the National Trust for Historic Preservation. By this time the league had discovered the numerous services offered by the National Trust and was regularly calling the Trust and drawing from its expertise. The league attempted to include the City Plan staff in any outside consultation or advice obtained, thus broadening the base of operation and gaining many friends in the process.

The league always worked under the assumption that the City Plan Commission, the appointed body that considers proposed ordinances, and the City Council, the elected body, did not know anything about historic preservation, historic districts or the specifics of the proposed Swiss Avenue Historic District. Many preservation groups do not make this assumption; they assume that because these are decision-making bodies, city agencies are aware of what is going on throughout the city. There is no way they can be so knowledgeable because of their vast responsibilities. It is the preservationists' responsibility, therefore, to inform and educate them well prior to any hearing at which a decision regarding the group's future will be made. This was done in several ways.

The league did not wait until it went before the city governing bodies to present its point of view. It began subtly by sending members of the commission and council brochures as they were published during that year. Copies of articles and editorials that had been published in local newspapers and in magazines and that dealt with historic preservation in general or with the situation in Dallas in particular were sent to them. League position statements were sent out on league stationery, with individual copies to every member of the City Plan Commission and the City Council. Five days before the final public hearing and decision, the league hand delivered a well-thought-out written and graphic presentation designed to deal with those areas of the ordinance on which opposition had occurred or on which the decision-makers might have questions. This packet included a statistical analysis of support, a lot-by-lot visual display of support and opposition, a statement explaining the boundaries the league wanted for the historic district and the rationale behind its position and separate papers dealing with controversial questions.

Because the City Plan Commission and the City Council frequently hear an unstructured repetition of support and opposition to a matter they are considering, the league tightly organized its oral presentation. Topics were designated for each speaker, making sure there was no overlap, and at the beginning of the talk each speaker announced the area he or she was covering. A cross section of speakers, with topics appropriate to their interests, was asked to speak. The petitions were presented and flourished about in the presentation with reference made to the packet presentation that had been sent earlier in case the packet had not been received.

Prior to the presentation, the council had been inundated with the stamped, addressed postcards that the league had distributed to anyone who had expressed support of its position. The day prior to the hearing, the league organized carpools to take supporters to the hearings to pack the hall. Position statements of support from business, banking and community organizations and anyone else who had any relation to the area, the cause or revitalization of the inner city were garnered. Those statements were printed, mailed to the commission and council and, finally, read to these city bodies deliberating the establishment of the district.

The results were overwhelming in the end. Protocol was broken in council chambers and the people applauded the council's decision; it was a momentous decision for preservationists and the city of Dallas, and make no mistake, it took much planning and foresight for the City Council and commission to pass the ordinance. Each body, the City Plan Commission and City Council, had to hear the case separately and decide on its merits. Either one could have turned it down. It is true that if the commission, which recommends zoning changes to the council, had turned the case down, the league would have been able to appeal that decision to the council; but, in the case of Dallas's first historic district, the commission chose not only to uphold the staff recommendation to create the district, but to strengthen those recommendations and pass it unanimously to the council. Finally, after it was all over, letters of thanks were written to each member of the City Council, the City Plan Commission and the city staff.

### The Communications Media

The league found the following approaches helpful in relating to the communications media.

Personal contact with the communications media. Handled in a professional manner, personal contact with the communications media is more effective than news releases about events occurring in the neighborhood. A public relations chairperson can establish the personal, inside relationship reporters need, a relationship officials or officers cannot offer, because a person giving the reporter the straight story instead of an officer giving an official position is what is needed to provide background to an effort.

1. One person should serve as the contact with the media.

An organization may face many problems, including an officer who wants to be interviewed frequently (and is offended if he is not), or the board that believes it should create an event story every other week in order to get its picture in the paper and the name of the organization before the public. Making one person responsible for public relations can bypass many of these difficulties.

2. As director to the source of the story, not the source itself, the public relations chairperson should not be quoted in the stories, unless everyone else is out of town.

3. There is no need to tell the press that they need to write a story; that will be obvious if the angles and facts warrant it. The public relations person's job is to keep the press informed.
4. When things begin to break, and they will if the public relations person is doing a good job, coordination and control is needed to avoid duplication of feature stories, approaches or too much coverage of any one person, house or item.
5. Nothing turns off reporters faster than being misled either about the importance of a story item or about the involvement of another medium with the same story angle. Reporters also do not like to be harassed by those who think their causes or organizations are the only ones in the city.
6. Material on preparing press releases, if this is the desired approach, can be obtained from the National Trust Preservation Bookstore.

Press events. The creation of a press event can bring public attention to an area or cause, if it is properly handled.

1. A house tour will bring people into the area of a proposed historic district and might earn some money from the effort. Primarily, though, a house tour can be a press event, a means to make people aware of the existence of a historic area.

Tickets should be given away to the press and to anyone who has anything to do with the future creation of the district.

2. Visits by experts in historic preservation also make good press events. Whenever the league invited anyone from out of town for consultation, press was notified. Visiting dignitaries get press coverage if they are interesting, important enough or can be tied to local events.
3. Never create a hand-shaking event, one in which the only possible coverage is a picture of people shaking hands congratulating one another on their accomplishments. The league and the Lakewood Bank and Trust Company, a local bank that led the way in financing older homes in the proposed district, jointly received the ABCD (A Beautiful, Clean Dallas) award from the city for their contribution to significantly changing the environment, but the league was not instrumental in creating the story for the purpose of press coverage. There is an important difference.

Ideas for stories. No one knows an area as well as those who have worked and struggled in it and seen the gradual changes. A public relations person should always have some ideas for features or news stories that can be given to reporters with whom a rapport has been established or to reporters who have an ability in feature writing or investigative reporting.

1. The following angle ideas might be used: initially, a feature on the history of the area with some glimpse of the renewed interest in it; the craft objects abundantly found in older homes; new residents who have taken over monster houses and almost overwhelming

- jobs; houses with rich histories behind them. All can make excellent stories.
2. Visit the editorial page editors and talk to them about the probable impact of the proposed district on inner-city revitalization and about the aesthetics, economics and importance of historic preservation well before support is needed. Always keep in touch with the editorial page editors; do not assume one department in a newspaper knows what another is doing. Get to know the editorial page editors on a personal basis if possible, because their editorials can make or break an effort.
  3. Real estate editors are interested in changing market patterns. A historic area should relate to that. The home editor is interested in unique interiors, gardens, collections and the human interest angle on someone important moving into an obviously transitional area. Business editors are always open to changing business and economic trends, and the changing population and renewal of interest in a historic area could be affecting economic patterns. Of course, promote stories on the local lending institutions that are supporting the effort. The economics of buying and renovating an old house compared to those of purchasing a contemporary house can make a great story.

#### Cautionary warnings.

1. Reporters, if they are any good at all, will attempt to get both sides of a story. Do not expect a glowing, idealistic picture of an area, particularly if it is transitional; hope for a focus on the positive and try to orient and educate the press that way. Do not criticize the substance and length of a story a reporter has written. If a story was extremely bad, call and point out an angle that was covered and that might be appropriate for a future story. Be honest with reporters particularly regarding the importance of a story, con-

- tact with other reporters regarding a certain angle an assessment of the type of coverage already planned for an event. Honesty will establish a good rapport. Other wise, expect them not to answer phone calls or, worse to cover something and never submit it for print.
2. If there is no one in the organization with some media experience, it would be well worth the expense to hire a public relations director. Many can be retained for minimal costs, and the investment could help save a historic neighborhood.

#### Time and money saving tips.

1. Shop for printers and paper. The chances are that a lot can be done for no charge and that paper will be donated. However, free work is usually done on the printer's schedule, so allocate extra time.
2. If in a hurry, look for an inexpensive offset print shop. Many will pick up and deliver free, and costs can be as low as \$3.75 for the first 100 one-page reprints and \$.75 for each additional 100.
3. If the reprint is of a particularly good article, save on cost by getting hundreds more than the group thinks it will need. Staple several different reprints together and make up informational packets to give out to groups that ask the group to talk—and they will ask. This spreads the impact of each individual article. Reprints of pertinent articles can also be mailed to people calling for information.
4. To save time, get address labels, preferably those that make four or five copies at once. Keep a supply handy for the city officials and business community so that it is quick and easy to send reprints and other information. Reprints will never be sent out if it means addressing 25 to 50 envelopes every time.
5. In meeting with the business community, business cards will often be requested for future contact. It is helpful and inexpensive to have some printed.



The future of the past depends on

# You.

That's right. The Future of the Past depends on you. Not the guy next door... or the lady around the corner... or what's-his-name down the street. You. And only you.

The Historic Preservation League is a non-profit organization that was formed in 1972. The initial

goal and objective of the Historic Preservation League was to save the Swiss Avenue area of East Dallas. This was accomplished with Swiss Avenue/Bryan Parkway being designated Dallas' first Historical District.

But there are many other areas of Dallas we want to preserve. Areas that reflect the heritage of our city. Buildings of architectural significance and historical value.

We need your help to save these important structures. We can't afford to lose any more buildings like the historic Traders & General Insurance that used to stand at the corner of Commerce & Field.

Please help us. Don't rely on others. Don't just say you care... care enough to become involved. Join us.



**HISTORIC PRESERVATION LEAGUE, INC.**

P.O. Box 9765, Dallas, Texas 75214

(Top to bottom) Historic Preservation League membership advertisement, business card and membership card and application.



(214) 821-4604

EVELYN DUNSAVAGE  
*Public Relations*

P.O. BOX 9765 DALLAS, TEXAS 75214 (214) 827-4122



The Bearer of this card, which is nontransferrable, receives the privileges of membership.

The Historic Preservation League gratefully acknowledges your contribution.

PRESIDENT

**Historic Preservation League, Inc.**

P.O. Box 9765 Dallas, Texas 75214

**The district is historic  
and so is your membership.**

A year has come and gone. But a lot has happened. We were successful in getting the Swiss Avenue/Bryan Parkway area designated Dallas' first historic district.

But it took time... and money. That's why we need your help again in 1974. Stay with us. Please check the appropriate membership category.

- Regular member (\$10)     Sustaining member (\$25)     Life member (\$250)  
 Contributing member (\$50)     Corporate member (\$100)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Bill me \_\_\_\_\_ Check enclosed \_\_\_\_\_

Charge my Bank Americard (Account # \_\_\_\_\_)

Charge my Master Charge (Account # \_\_\_\_\_)

All contributions are tax deductible.

Our 1974 membership year runs from April 1, 1974 to March 31, 1975. All contributions received since January 1, 1974 will apply for all of our 1974 membership year.



**HISTORIC PRESERVATION LEAGUE, INC.**

P.O. Box 9765, Dallas, Texas 75214



Street scene in the Swiss Avenue Historic District. (Stump)

House in the Swiss Avenue Historic District. The facade was restored by the owners. (Stump)



# Expanding Services

## What Next?

After the passage of the first historic district ordinance in Dallas, the Historic Preservation League celebrated, drank champagne and was somehow surprised the next morning to look out and find everything the same: same houses, same decay, same houses for sale. But it was not the same. The area now had protection. An absentee landlord could not tear down a house capriciously. There was no longer the fear that a new buyer might have apartments in mind.

Passage was just the beginning, but the league was impatient. It had little money and was still too small to try to raise enough money to buy, restore and resell the many houses in need of new owners and repair. Finally, it was anxious to find buyers quickly for the houses that were for sale, buyers who wanted to restore them to the beauty behind those sad facades.

## Using the Real Estate Section of the Newspaper

Actually, the course of action the league chose was a natural for the group. It believed, as everyone in historic preservation basically believes, that the older houses offered a quality of life and texture to the community that contemporary housing developments do not usually offer. The league's problem was, again, one of communication: how to make other people realize that this opportunity and this alternative life style exist. The answer was logical: advertise.

Dallas has two major metropolitan newspapers that carry real estate sections in the Sunday editions. Most persons who are looking for houses read these sections of the papers. Analyze those sections some morning. What most people do not realize is that there is a relationship between the articles published and the advertisements carried in those sections. The articles that are published there are frequently the products of public relations firms hired by major development corporations that have placed real estate advertisements. Simply, the articles, for the most part, are written in conjunction with the ads.

For anyone interested in inner-city revitalization through historic preservation, the major problem with this fact is that there are almost no articles dealing either with the inner city or with older houses. Major developments have two clearly defined characteristics: they are new and they are almost all being built in the suburbs. It is a common occurrence, therefore, to pick up the Sunday paper and find 90 to 100 percent of the articles dealing with modern housing developments outside the inner city.

The league decided to play the game by the rules, rather than attempt to change the rules. If it was to convince people about an alternative life style (living in the inner city and renovating older, historically significant houses), the league had to communicate the availability and educate about the desirability of older houses. The members of the league looked at an old house for what it could be, with love and appreciation. Others, including the seller, frequently looked at it as an investment for future development or as good rental property if it was big and roomy. Only infrequently would they look at it in relation to its architectural and historical merit or as a possible home.

So the Historic Preservation League purchased display advertising space. The public relations person wrote copy enthusiastically explaining the advantages of buying an old house located in the inner city, in the historic district. The league advertised free for anyone selling a house in the area, whether it was a realtor or a home owner. The telephone number of the league office was included in ads so that members could answer questions about the transitional nature of the area, the problems and joys of buying an older house and restoring it or anything else prospective buyers might want to ask. In getting permission to advertise free for the realtors and home owners, the league waged a subtle, but major, campaign to educate them on why the investment in renovating an older house was a good one and on the selling points they might have overlooked in trying to sell the house.

In six months, the league spent approximately \$2,400 for advertising; it was one of the wisest investments it could have made. During this six-month period more than \$750,000 in purchases and renovation of property was invested in the historic district. Within a year, the area made a total turnaround. The Swiss Avenue neighborhood had been an example of inner-city decay, shown as such on informal tours by various groups. Now it is an example of inner-city revitalization through historic preservation.

The articles and ads also netted untold response in publicity. An obvious offshoot was the growth of interest in areas adjacent to the historic district. Lakewood, an adjoining solid middle-class community, suddenly became a prominent area once again. Businessmen in an adjoining shopping district completed redesign plans to attract more pedestrian shoppers to the center. Adjoining areas of older houses began to evidence an increase in people buying houses and restoring them.

The following approaches are helpful in a real estate advertising campaign.

1. The public relations person should write stories to be published in conjunction with the advertising. Obviously, these must be done professionally; if no one in

## Historic District

*Dallas' history can be an  
inexpensive investment*



Kappa Alpha Theta and AID Showhouse,  
5749 Swiss Ave.

*OLD EAST DALLAS is for the individual who loves the large spacious houses of yesteryear, offering high ceiling rooms, intricate wood moldings, sweeping stairways, irreplaceable architectural detailings, and majestic trees reflective of 75 years of Dallas' growth.*

*OLD EAST DALLAS is for the creative, the do-it-yourselfer, who can view a house suffering from neglect and envision a home transformed by his effort and imagination.*

*OLD EAST DALLAS is for the astute investor who recognizes that inexpensive acquisition and renovation of a part of Dallas' history is profitable.*

### *A sampling of available properties*

4930 Swiss Ave.	owner	824-0074
5417 Swiss Ave.	Artha Garza	368-4671
5749 Swiss Ave.	Murray Smith	827-2662
5908 Swiss Ave.	owner	DA8-1260
6136 Bryan Pkwy.	Fred Longmore	827-1722
6218 Bryan Pkwy.	owner	324-3375
6201 Bryan Pkwy.	Ebby Halliday	361-7148
6330 Bryan Pkwy.	Ebby Halliday	341-0330

For more information, call the  
**HISTORIC PRESERVATION  
LEAGUE, INC.**

an organization has the expertise, professional writers are available at modest fees. Most real estate editors accept such stories eagerly, along with an advertisement for the section. If not, a communication problem may exist and it is worthwhile to talk to the real estate editors about group objectives. It should be explained that, although everyone talks about inner-city revitalization and the news carries stories about attempts to do something, the real estate editor has a real opportunity to effect some change simply by carrying stories about what is going on in older housing areas in the inner city.

2. If the editor does not want a preservation group to write the story, the group can suggest angles to be developed. Most of the time, however, because of the unwritten policy of real estate sections, the editor will be only too happy for the group to supply the copy and good pictures.
3. Follow up every published article with a call or a visit complimenting the space placement, the inclusion of the article or some other positive point. Let the editor know of any response to the ad and article. Having the telephone number in the paper will enable assessment of some of the response, and that information will fortify the editor's position in running more stories about historic areas, old houses and the inner city.

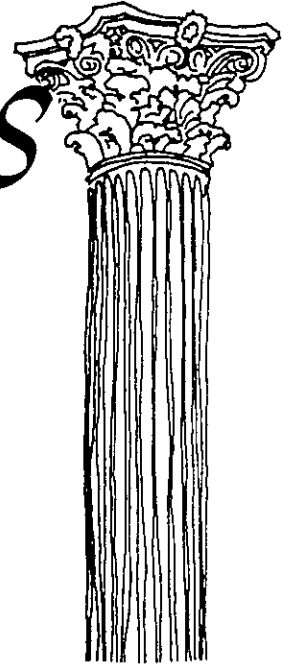
### Expanding the Area of Involvement

The initial advertising campaign was so successful that the league began to evaluate ways of expanding into other neighborhoods. Again, it went back to its communication theory and tried to analyze how people choose neighborhoods. It found that people moving into the city usually do one of three things to establish the areas they want to live in: They read the real estate sections and classified ads; they contact realtors and ask for housing information; or they contact the Chamber of Commerce and request housing information.

Just at that point an officer of the league saw an article about work the Junior League was doing in Baltimore through the publication of a booklet about older houses in the inner city. The idea was good, but the Historic Preservation League of Dallas decided to focus on one area at a time, develop its identity, deal with all aspects of that area and gauge the success of the publication. It is easy to visualize a neighborhood in suburbia, because identities are well defined by the developers and the economic lines are so clearly drawn, but the inner city to many people is one gargantuan generalization.

*Buying a home in historic*

# OLD EAST DALLAS



*Historic Preservation League, Inc.*

*Buying a Home in Old East Dallas* was published by the Historic Preservation League with financial support from the business community and the assistance of the Dallas City Plan Department.

The league decided to work with the large area of Old East Dallas, the area in which the historic district was located. It is an area of almost 45,000 people with many distinct neighborhoods and different types of architecture. The Swiss Avenue Historic District is one of these neighborhoods. The neighborhoods vary in their stages of deterioration and transition, but the common characteristic is the large number of old houses.

With the help of Ron Morris, a Dallas city planner, the league wrote and published a professional-looking booklet that describes the common reasons for living in this inner-city community: economics, aesthetics, heterogeneity and convenience. A major focus was the development of an image for each neighborhood through a description of the houses and the restoration possibilities for anyone interested in purchasing and renovating an older house.

The booklet and the advertising campaign cost money, so the league went to the business community to seek financing for the package. It undertook this goal, rather than using house tour money for these efforts, because of the large sum needed and because it believed bankers, realtors and investment companies located in the area should be participating in the preservation movement. The financing approach was worthwhile because, even if the league did not get money from each person it approached, fundraisers had the opportunity to spend a half hour or so explaining the league's interests and projects and to elicit support for preservation of the area. The president

of every major bank and of every savings and loan institution located in Old East Dallas was approached. The local East Dallas Chamber of Commerce and the Dallas Chamber of Commerce were visited. Major realtors who worked in the area and the Dallas Board of Realtors were given presentations. Following leads obtained from these people, the league also talked with a few major private companies interested in inner-city revitalization. Members of the league Board of Advisors were visited for advice and, in all cases, gave the league valuable assistance in numerous ways.

Some of the people the league talked with gave the underwriting costs for the package. Others offered their services. The league obtained a commitment from the largest residential realtor in the city, Ebby Halliday, also on the league Board of Advisors, to distribute the booklet with information sent to prospective buyers requesting housing information. The Dallas Chamber of Commerce agreed to include the booklet in the packet it mails to persons requesting housing information, and that numbers in the thousands every year. Every underwriter was to receive 1,000 copies for distribution, serving the double purpose of giving them something for their money and expanding distribution of the booklet.

After publication, articles referring directly to sections of the booklet were written and placed in the real estate sections in conjunction with the advertising campaign. Requests for copies of the booklet came from as far away as

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Anchorage, Alaska, and dozens of phone calls were received every week as a result of the articles. Basically, the league attempted to cover the three areas people use to find out about housing: the newspapers, the Chamber and the realtors. But, as with all other things, there were unforeseen offshoots. Because of the stimulation of Chamber of Commerce interest, an article about inner-city restoration programs was included in the Chamber publication, *Dallas Magazine*, which further helped because the booklet was mentioned. The financial underwriting for the newspaper advertising has been continued and expanded to include all of Old East Dallas. Because the booklet and expanded ad program were just initiated a few months ago, the impact cannot be fully assessed. However, realtors report heightened interest in the area of Old East Dallas, in fact, some of the first interest expressed in years. A number of houses have been purchased and renovated in the last few months and there is the valid impression that something is going on in Old East Dallas. Even the ads for the area that realtors place in the paper have changed from "huge house, room board income" to "home, near historic district, restoration possibilities." It is no longer an area to write off; it is an area to watch and, in many ways, has become an area for the urban pioneer interested in restoration.

#### Developing Slide Presentations

Another area of communication that the league has always used is the slide presentation. Initially, a presentation was developed that focused on the history of the proposed historic district. Its purpose was to inform the residents of the value of their homes and neighborhood. After the creation of the district, other presentations were developed to focus on the role historic preservation can play in revitalizing an area. Depending on the audience, the league uses one of five different slide presentations that deal with this basic subject but develop other aspects in which the league is interested: the proposed historic district in the Central Business District, the salvation and possible restoration of individual buildings the league is interested in saving, neighborhood organization to save older housing, the example Old East Dallas can provide for other neighborhoods and the communications approach used in historic preservation.

The slide presentations have been used for organizations with traditional program formats: the Junior League, the League of Women Voters, an organization of young people interested in the arts, educational institutions and PTAs and garden clubs and landscape architects. Slide presentations have also been given to large organizations, such as the Board of Realtors, to obtain financing for the booklet and ad campaign. They have also been used to educate realtors about changes occurring in the area. Most large real estate companies have sales sessions for the realtors and appreciate pithy presentations about real estate changes. In order to keep the appointed and elected city bodies informed about league activities, a slide presentation was

made to the Inner City Committee of the City Plan Commission and to the Dallas Historic Landmarks Preservation Committee, an appointed body overseeing historic landmarks in the city. Slide shows are also an educational device for organizing neighborhoods throughout the city that are interested in preservation of their older houses.

#### Informing Financial Institutions

The most serious problem facing historic preservationists interested in inner-city revitalization is financing, particularly if a group has created an interest in buying or restoring old houses. Enough cannot be done to communicate with the lending institutions. Continued involvement is necessary.

1. Personal contact with financial leaders must be maintained. Continue to send them articles that are relevant to their area and the impact historic preservation is having on it. Keep them up-to-date with the changes that are occurring because of their involvement in the community. The National Trust monthly newspaper, *Preservation News*, and the Trust Preservation Bookstore catalogue offer varieties of material that can be sent to the financial institutions as well as anyone else who needs to be informed.
2. Many lending institutions have Veterans Administration and Federal Housing Administration financing, and property assessments are accomplished through VA and FHA personnel. Speaking to these groups on an informal basis, informing them of the rapid changes that are occurring in the historic district and other areas that contain older houses and buildings, serves the dual purpose of educating FHA and VA assessors and of keeping them up-to-date. The lending institutions appreciate assumption of this role because it eliminates one more task for them.
3. When a case of low assessment of a house in the historic district was brought to the Historic Preservation League's attention because the prospective buyer could not buy as a result of the low assessment, it gathered information to substantiate the present real estate values in the area because of the creation of the historic district. The prospective home owner appealed the assessment decision using league data, and the appeal was won. When the property was reassessed, it was above the asking price and the prospective home owner could buy the house and renovate.

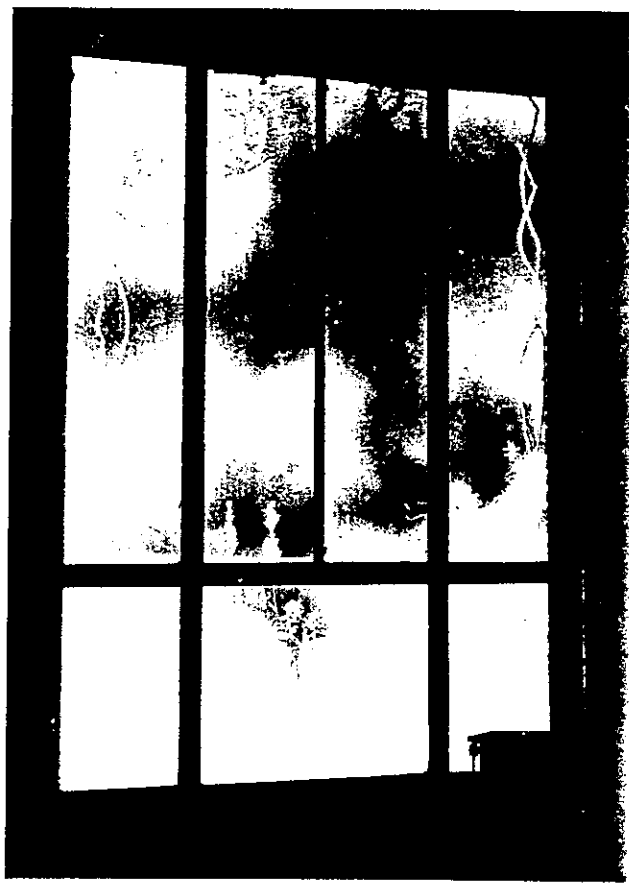
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Window details: beveled glass in a house in Lower Munger Place (left); etched glass and front bay window in a house on La Vista (right and below). (Stump)






Old Lakewood Library, near the historic district, was scheduled to be replaced by a Pizza Hut but was purchased by the East Dallas Development Corporation. It is currently occupied by Exchange Savings and the City of Dallas Urban Rehabilitation Department. The area beyond is not part of the district. (Stump)



## Saving the Old Lakewood Library



The Historic Preservation League of Dallas is still in the embryonic stage of organization. It still has much to learn about facade easements, transfer of development rights, revolving funds and other successful methods of saving old, historic buildings in the inner city. In the future the league hopes to become involved in some of these new and exciting means of saving areas and buildings, but it was the league's assessment when it first began that these approaches would involve an expertise and financial base that it did not have. So the league chose a route that could benefit many similar groups: communication. Communication was and still is the vehicle for changing different value systems. It is inexpensive, educational and time-consuming, but it has also been successful. The league had used communication to save a neighborhood and has also applied it to save individual buildings.

An example of how communication can be used to help preserve a building could perhaps be beneficial to a group more interested in individual buildings. A building of historical importance to the community in which it is located, the Old Lakewood Library, was going to be demolished so that a Pizza Hut could be built. The owner of the building had a contract of sale with Pizza Hut, International, pending the approval of a setback variance, which was necessary for placement of the standard-sized Pizza Hut on the odd-shaped lot. The league heard about the situation the day the owner and the representative from Pizza Hut were going to the Board of Adjustments, the Dallas body that decides all matters relating to building variances. Representatives went to the meeting, and by catching an omission in the presentation, received the time reprieve needed to work. It is not necessary to explain all the details of a long battle, but it is important to explain a few of the things the league did: It met with the owner individually and solicited his support to keep the old building if Pizza Hut could use it. League members talked to the representatives from Pizza Hut, called and talked with the president, located in another city, and elicited an agreement from the president that Pizza Hut would, in fact, use the present building if the city and the community felt it was important enough to save. And that could only be determined if the City Council or Board of Adjustments would grant an unprecedented parking variance needed for Pizza Hut to use the old building (this was an outstanding sacrifice for Pizza Hut, because the company never uses anything but standard Pizza Huts in this country). The league became the communication center for all changes coming in from the owner and from Pizza Hut. The league was viewed as a true participant, not the opposition.

A representative of the league made a presentation to the City Council, after informing council members by letter days before, requesting council aid, suggesting that

it could influence the granting of the parking variance or, perhaps, buy the building if that were agreeable to Pizza Hut and to the owner. The league alerted the press to every meeting, public and private, that was being held, and the press was informed daily of changing developments. Research was done on the history of the building and the economics of saving and renovating it versus the economics of demolition. The league wrote a presentation that was sent to the Board of Adjustments, which was to decide the fate of the library because the building could not be used for anything other than offices unless a parking variance was given, a common situation with old buildings. The league solicited the opinion of an architectural historian on the merit of the building to substantiate its presentation and viewpoint. It circulated petitions to every major organization and business group in the area to solicit support, and it gained the support of the adjoining businesses (which might have to lose parking space to save the building) by talking individually with every business owner. Position statements, visual displays of parking availability and statements from other organizations to the Board of Adjustments were sent well before the hearing, confirming all legalities and positions with the owner and the prospective owner, Pizza Hut. An oral presentation that was non-repetitious, organized and well substantiated was made before the Board of Adjustments. And, of course, the press was there. Everyone who editorialized for the league position received letters of appreciation from the organization.

The Board of Adjustments had a choice. It could have decided against the parking variance, and certainly had every reason and thousands of precedents to do so. But the board understood the case for the variance because the league had done everything possible to educate it and had given every reason why the unprecedented parking variance should be granted.

Although the Old Lakewood Library did not technically meet the parking standards, the league presented a thorough study indicating that parking facilities could be made available, if the board granted the variance.

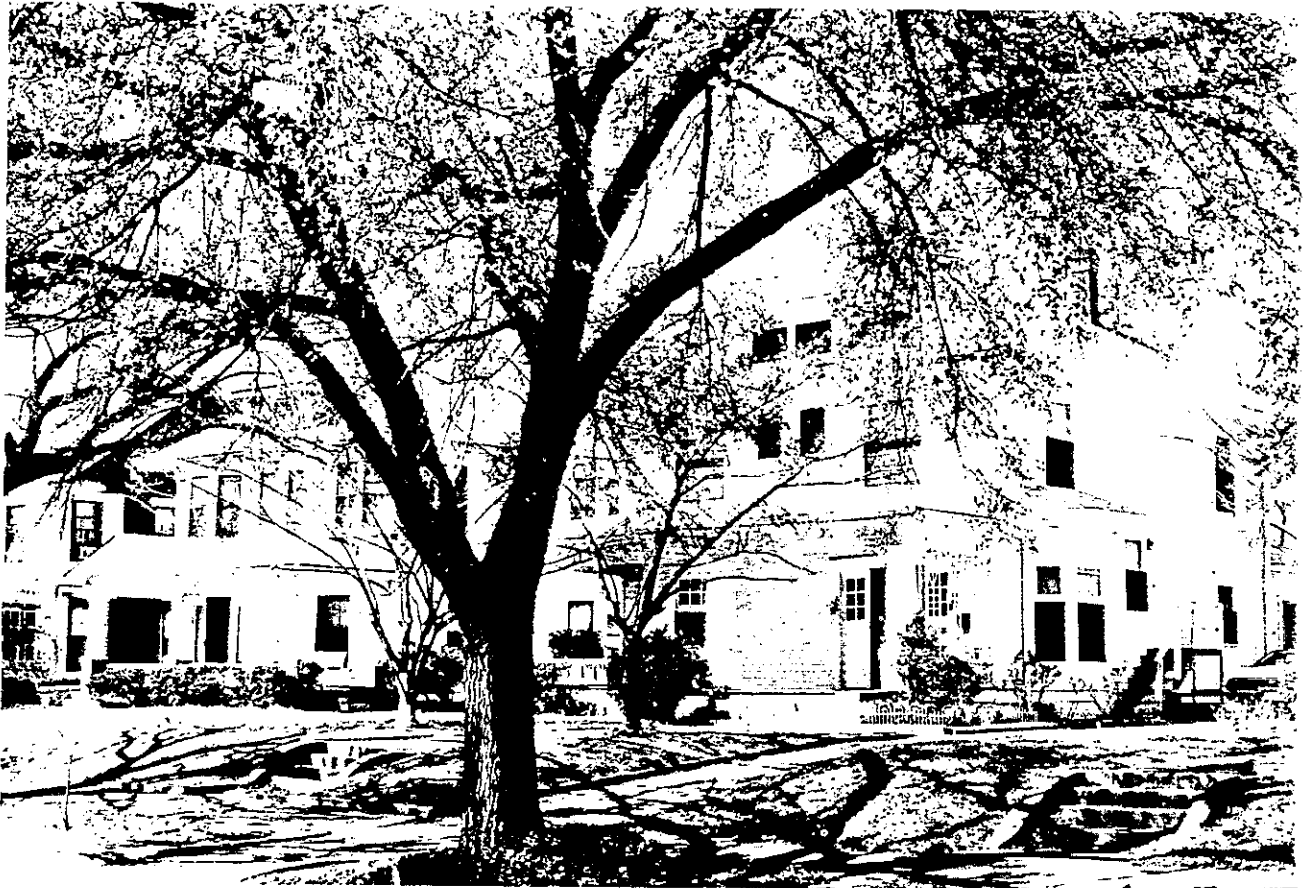
Instead of just standing up at the last minute and saying "It is an important building and it should be saved because of its historic significance to the community," the league gave reasons why not saving it would be contrary to every logical premise the board stood on. The league had logic on its side: Few buildings will be saved in Dallas, because old commercial buildings frequently can not meet contemporary standards of use (e.g., parking). The only way to recycle old buildings is through special variances; otherwise, they will have to be destroyed. It had economics on its side: It is cheaper to recycle an old building, and available facts and estimates substantiated this. It had authorities on its side. It had the community and the businessmen

in the area on its side, and, most important, it had the owner and the prospective owner doing everything to save the building and it had given them a way to do so. Finally, every step was carefully followed by the press, in newsletters and in league correspondence with those involved.

So much support was garnered in the Old Lakewood Library preservation effort that a group of East Dallas businessmen formed a development corporation and came to the financial rescue of the city, the citizens and Pizza Hut. They purchased the library, gave much thought to historic and community importance in remodelling the building and leased half of it to the city and the other half to a savings and loan corporation. The businessmen not only got the message, they applied it successfully and reaped some of the rewards of historic preservation.

It took time, a little bit of money and an abiding faith that logical communication of a value system will influence and, eventually, change another. Money works too, but if you don't have it, communication will do.

Street scene in Lower Munger Place, a neighborhood adjoining the historic district. (Stump)



# Appendix A

## Historic Preservation League Beginnings A Chronology

Events	
1971 Summer	The Dallas City Plan Department recognizes the potential of revitalizing the area through creation of historic district.
1972 Spring	The Dallas City Plan Department conducts survey to determine citizen interest in creation of historic district.
Winter	Area residents ask Jacob Morrison to visit and advise them on development of an organization and creation of district.
1973 January	The Historic Preservation League is incorporated. It publishes its first brochure and newsletter and calls its first public meeting as organization.
February	Further brochures are published, house calls are made and second newsletter is distributed.
March	Public meetings are called to discuss pending historic district ordinance, which will allow creation of a Historic Landmark Committee, to be appointed by Dallas City Plan Commission, which would recommend all matters relating to creation of districts to commission and then to council. Slide show given. Letters favoring approval of ordinance sent to City Plan Commission, City Council, area residents, businessmen, neighbors, etc. Historic district ordinance passes after a public hearing with commission, then council.
May	First house tour of Swiss Avenue is held. Publicity surrounding tour is developed. Public meetings are held about proposed historic district. Copies of ordinance are distributed and brochures and newsletters are continued. Historic Preservation League conducts survey of architectural history of area under grant from National Trust, to be used in presentation to City Plan Commission and City Council to support passage of Swiss Avenue Historic District ordinance.
June	Public meetings, letters, brochures, article reprints, house calls, petitions, postcards, slide shows and articles in newspapers and on television and radio, etc. Visits with council members, commission members, City Plan staff and organizations throughout the city to gain their support. Petition drives throughout Dallas. Historic Preservation League speaks and gains approval for historic district from Dallas City Plan Commission.



Events	
1973 July	Historic Preservation League speaks and gains approval for historic district from City Council.
September	Theta-A.I.D. showhouse on Swiss Avenue opens.
July 1973 to February 1974	Advertising campaign for the historic district. Slide shows. Articles.
1974 January-February	Campaign to save Old Lakewood Library results in restoration and sale.
March	Swiss Avenue Historic District listed in the National Register of Historic Places.
March-April	League writes and publishes <i>Buying A Home in Historic Old East Dallas</i> , obtaining financing through visits with financial and business leaders in area.
May	Second Annual House Tour of Swiss Avenue is held.
June	Extended advertising campaign for Old East Dallas, including slide shows, articles, etc.



## Appendix B—Continued

### Reasons for Duplex and Single Family Only for Bryan Parkway and Swiss

1. Single family residences predominate on Bryan Parkway and Swiss. In fact, on Bryan Parkway only two houses on the entire street proposed for inclusion in the Historic District are not presently in use as single family homes. On Swiss Avenue, a single family zoning would not change the present legal use of existing structures. According to PD-19, "No existing one-family or two-family structure shall be changed or converted to an apartment, rooming house or similar use; nor shall any such structure be used in a manner other than for a use for which it was originally constructed. Single-family and duplex structures shall not be permitted to be changed to a use of less restricted classification."
2. The vast majority of residents favoring the Historic District enthusiastically support the Plan Commission's suggestion that the zoning be single family and duplex.
3. There is a thriving market for the houses on Swiss and Bryan Parkway as single family homes. Also, those houses that have been best maintained are those that have been owned and kept by single families.
4. It will save those of us interested in raising families in the area a lifetime spent at the City Plan Commission and City Council fighting undesirable special uses for those homes around us. We prefer living in a neighborhood, not in the midst of offices, institutions, studios, and art galleries.
5. It will remove any incentive an absentee landlord might have to allow his house to fall into poor repair in order to qualify for a special use permit (poor condition of a house is one of the criteria for the special use permit).
6. It will hasten the spread of the effect of the Historic District. The many lovely homes still left on Gaston and Live Oak and other areas of Old East Dallas will become a focus for organizations and institutions wishing to renovate an old house. These streets are less desirable for residential use because of heavy traffic and, therefore, could better accommodate other uses.
7. Old East Dallas is presently zoned entirely for apartments. If it develops in this manner, the area will be seriously lacking in adequate schools, parks, streets, stores, etc. Forward thinking city planners recognize that a variety of uses, including single family and duplex, are needed for a viable inner city. If we are going to interest people in returning to the inner city and in developing the inner city, we must afford them some protection for their investment.
8. If the area does not develop as we anticipate, special use permits could then be added. However, once special use permits are given, it would be difficult if not impossible to eliminate them.

### Importance of Including Areas Surrounding Swiss Avenue in the District

Just as "no man is an island," no street is an island. Although Swiss Avenue has displayed amazing vitality and "survival power" for the Old East Dallas area, it cannot stand alone. We need Bryan Parkway, La Vista, and part of Live Oak and Bryan Street to create a district large enough to begin having the healthy influence on surrounding areas that other historic districts have had. Many districts are between 20-40 blocks, so we are not including an unusually large area. Also, only those areas which are left intact from the original Munger Place Heights and which have survived the ravages of time are included.

#### Bryan Parkway

1. Bryan Parkway and Swiss are historically, architecturally, and geographically quite closely related. They were both part of the original Munger Heights Addition. The houses were in many cases designed by the same architects, built by the same builders, and even lived in by the same families as those on Swiss.
2. Bryan Parkway is as important for its smaller, more intimate scale as is Swiss Avenue for its larger and more grand scale. How much more valuable it will be in fifty years to have these two streets of completely different scale yet so closely related than to just have preserved Swiss Avenue.
3. Many people can afford to buy and live on Bryan Parkway who could not live on Swiss. A district with the wider socio-economic range and heterogeneity is more viable, appealing, and interesting to live in. It's more of a reflection of the metropolitan life.
4. The residents of Bryan Parkway overwhelmingly support the inclusion of their street in the Historic District.

#### La Vista

1. There are several houses of architectural and historical importance on La Vista; i.e.: Stubbs house (Rimel) at the top of Swiss; Dan D. Rogers home; and the Bee-man house at Bryan and La Vista. The Rimel house with its magnificent Jacobethan details, is the focal point for all Swiss Avenue traffic, and it would be difficult if not impossible to preserve under present zoning.
2. One of the most valuable aspects of the proposed District is the fact that it has such a variety of size, style, and material in it. A great deal of this richness would be lost without La Vista.
3. La Vista ties together Bryan Parkway and Swiss, thus creating a "District."
4. Bryan Parkway and Swiss are both open-ended streets (i.e. very exposed to La Vista). What happens on La Vista vitally affects every house on Swiss and Bryan Parkway from Skillman up. This is presently one of the healthiest parts of both streets and would suffer

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greatly if indiscriminate commercial development took place on La Vista.

- 6. The opposition on La Vista is from individuals desiring commercial zoning for their property. We feel the proposed district with its numerous special uses for La Vista (office, institution, art gallery) offers a compromise giving protection to this end of the District but giving the La Vista owners a number of options for their property that they do not now have.

**Bryan Street**

The area from Swiss to the apartment on Bryan Street is critical. Two of the three houses Dr. Blake Alexander identified as absolutely crucial to the character of Swiss Avenue and of statewide importance are in this area. For this reason, this area to the apartment on Bryan Street is included in the recommendation for single family zoning. Incompatible development here would seriously damage Swiss Avenue and the District. The rest of Bryan Street from the apartment to Live Oak is recommended to be multi-family with special uses. Area C-1 is the area between Swiss and the apartment. Area C is the area from the apartment to Live Oak.

**Live Oak**

A block left miraculously intact by the great apartment rush still exists on Live Oak, immediately adjacent to Swiss Avenue. Four of the five homes are owner occupied. Both we and they feel they need special use permits there because of the heavy traffic, but the protection of the Historic District is essential to the block remaining intact.

**Possible Post Office Subdistrict**

We recognize the necessity of a Post Office in the Lakewood Shopping Center, yet are very concerned about the effect of the heavy influx of traffic, trucks and noise on the nearby residences. We wonder if, with the new Master Plan for Lakewood and the Columbia-Abrams extension, a less residential location could be found. We do support the inclusion of a Post Office in the Lakewood-Skillman Shopping area.

**Museum**

We feel the only exception to the single-family zoning would be the provision for one house, of museum quality, to be regularly opened to the public. This could provide a definite public service and make a tour of the Historic District a more meaningful experience. Ample parking would be necessary in connection with this use.

**Property Values in Historic Districts**

Most of the opposition to the proposed Historic District

has come from landlords who do not reside in the District and who are concerned about a loss in their property value. What, actually, has happened to property values in Historic Districts across the country?

All other Historic Districts have experienced stabilizing property values and most have shown dramatic increases. Examples are Beacon Hill (Boston) in which values tripled in 7 years; El Pueblo Viejo (Santa Barbara, California) in which values, as indicated by increases in selling prices, within two years increased 75 to 150 percent; Old German Town (Columbus, Ohio) in which property values doubled within two years after district was declared.

There is one exception to this, according to the National Trust for Historic Preservation. They report that Gaslight Square in St. Louis, a commercial district, was poorly done and included too small an area to grow and exert a healthy influence on its surroundings. Its property value fell along with that of its entire surrounding area.

The Swiss Avenue District proposed by the City Plan Commission has none of these problems. Already, there is an increase in demand for property in the area. Already, property values have increased. Areas around the proposed district are taking heart with the interest in the Swiss Avenue area, and local groups have been organized to save and clean up their neighborhoods. There is an obvious, growing interest in living in and preserving the quality of life in Old East Dallas.

**What Will the Historic District Offer Lakewood-Skillman Merchants?**

- 1. A buffer between the fast-decaying inner city neighborhoods and Lakewood-Skillman shopping centers. Hopefully, this will encourage other areas of Old East Dallas to begin to renovate. We are already seeing examples of this. e.g.: Tremont.
- 2. Many young families moving into your trade areas. Families interested in renovating and maintaining their property and interested in the improvement of the entire neighborhood, not just the district.
- 3. Advertising and Publicity Value. The District has already received much media attention. It is about the only favorable publicity Old East Dallas has received recently. A Sunday supplement feature is being planned on the district. A writer is working on an article for "Southern Living."
- 4. It will bring more people into the area. This year the Tour of Homes attracted over 2,000, and it is planned to be an annual event. Perhaps next year the merchants can somehow participate. The George Aldredge house is planned as a museum and meeting place for the Women's Auxiliary to the Dallas County Medical Society. This will bring hundreds of women (doctors' wives) into the area regularly. One of the homes on Swiss Avenue will be the Theta Show House this year. This will bring over 10,000 people to the area between September 28 and October 14.

5. The Historic Preservation League, Inc. and citizens on Tremont are co-operating to relocate the Junius Heights columns and thus provide a dramatic entry to Lakewood Shopping Center from the Columbia-Abrams freeway.
6. The "Munger Place Occassional," our newsletter, will offer free advertising to local merchants. We want to make the entire area aware of the importance of supporting Lakewood-Skillman.
7. We desire to work with you (insofar as you desire) in helping to attract, support and keep strong merchants in the two centers.

**Answers to Some Common Misconceptions**

1. No one would be required to duplicate their present structure if burned.
2. No one would be required to erect a brick structure.
3. No one would be required to build a "significant" structure, only a "compatible" one. There is a world of difference in the two concepts.

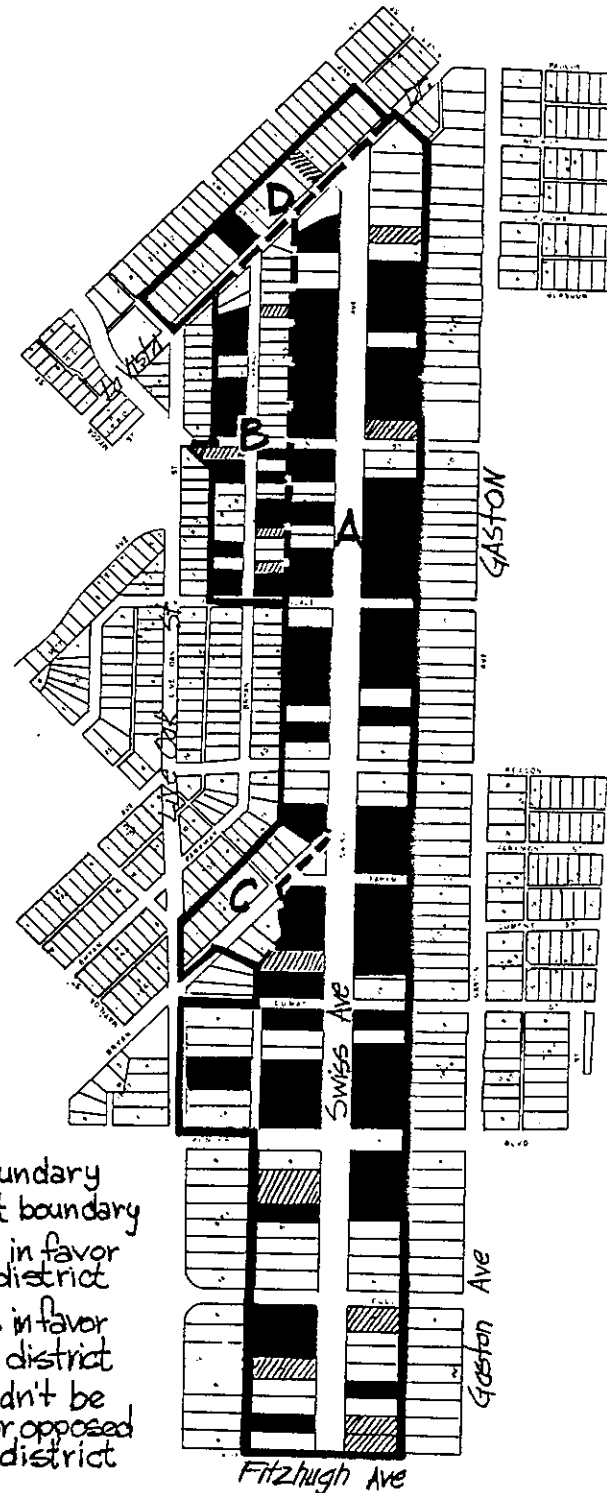
**Historic District Map**

All of the residents listed on this map signed a card and petition which stated the following: "I support the designation of the area outlined in case Z-73-188/781-B as a Historic District." A map showing the designated area accompanied the material.

After the Plan Commission hearing, a complete copy of the zoning recommended by the Commission was distributed to each person who had signed. They were told they could contact any one of a number of persons (with phone numbers listed) to answer questions.

An open meeting was held to discuss the zoning at the Lakewood Bank on June 28. Any person who wished to remove his name from the petition had opportunities to do so, but no one requested such.

This represents front foot owners of 9,016 feet, the residents of an additional 1,650 front feet, with a total of 10,666 front feet favoring the proposed historic district.



- district boundary
- - - sub-district boundary
- 92 owners in favor of historic district
- ▨ 14 residents in favor of historic district
- neutral, couldn't be contacted or opposed to historic district



## Appendix C—Newspaper Articles

# Old East Dallas Comes to Life

## Young Buyers Renovate Homes in Historic District

The face of old East Dallas is changing. Characterized by homes featuring beveled and leaded glass windows, intricate wood moldings, tile roofs, and beamed ceilings, the houses are undergoing renovation by a growing number of young residents moving into the area.

Swiss Avenue and Bryan Parkway, the heart of the recently-created Historic District and doorway to East Dallas, reflect the most evident transformation.

The large, spacious homes, built in the early 1900s by the elite of Dallas, had gradually deteriorated by the '60s into boardinghouses frequently owned by absentee landlords and occupied by the transient.

Trends toward the artisan crafts, found lavishly throughout the houses, and the economy of living in the inner city have brought many young professionals into the area and have created a market for the houses.

"YOU CAN purchase a large home in this area, and the acquisition and renovation will run you \$15-\$20 a square foot," Terry Wegner, a new resident of Swiss Avenue and an executive with Trammell Crow, said. "A home practically anywhere else costs a minimum of \$25 a square foot," he said. "Here you end up with a house rich in history, unique, and on a much larger lot," sometimes as much as 250 feet deep.

Homes in the Historic District include a wide variety of styles from English Tudor to Gothic Revival. In fact, because each house was built by its original owner, no house is exactly like another.

It is this eclecticism of style that has brought national, state, and local attention to the area and created the



An example of old East Dallas architectural excellence.

atmosphere for the recent creation of the Historic District.

DR. BLAKE Alexander, architectural historian at the University of Texas in Austin, said that the large number of homes left intact representative of this architectural era are unique to Dallas, to Texas, the Southwest, and, in his opinion, to the United States. No other areas of so many homes from this period remain intact.

The appeal of the price range of the houses in the district also has brought a number of people into the district. Within a few blocks, prices range from the low twenties to the eighties.

"It was not only to the rich that this development was aimed," Lee Tayloe, architectural historian commissioned by the Dallas City Plan Department to study the district, said. "Bryan (Parkway) suggests this. Its many small homes, by comparison with its backdoor neighbors on Swiss Avenue, reflect a more common-

street scene of the early 20th century. There is the same order on Swiss, but the scale makes for more intimate, comfortable living.

"To a degree the two streets, so close and yet so distinctly different in scale, reflect an earlier, more open Dallas . . . The social boundaries did not reflect the fears and strong hierarchical boundaries that this age has taken upon itself. The small, relatively inexpensive bungalows common to Bryan (Parkway) are representative of this fact."

MANY OF THE houses are characterized by summer sleeping porches, covered porches with swings, bay windows with window seats, sliding wood doors, Rookwood tile mantles (recognized as the outstanding American tilemaker), and large trees and gardens featuring herbs, lillies, mint, and wildflowers. The problem, frequently, is not what to plant but what to cut back and weed out after 50 years of growth.

Creating an atmosphere for redevelopment of the area has been the Lakewood Bank.

"We felt the bank could play a part and help stabilize the area," Joe Goyne, vice-president of the bank, said. "We found the biggest assistance we could give was in financing the old homes since a lot of financial institutions would not finance 50-year-old homes. If someone wanted to buy a home and raise a family, he found it difficult to finance a home, so we were and still are interested in owners who are substantially interested in improving the home and the neighborhood."

The long-run goals of the bank are to stimulate growth in investment in the area and to see the progress created in the Historic District spill over into other surrounding areas.

TO FACILITATE the "history which is lived in" concept, the Dallas City Council rezoned the streets in the district to single-family. They

had been zoned multifamily.

To visit the Historic District, take Live Oak from downtown to Skillman and take a right. The district includes Bryan Parkway from Glendale to La Vista; Swiss Avenue from FitzHugh to La Vista; La Vista at the top of Bryan Parkway and Swiss; and the only intact block left of houses typical of the period on Live Oak. Houses are available throughout the district.

Reprinted from *Dallas Morning News*, August 5, 1973.

## Historic District

# Diversity in styling, price is distinctive

The first Historic District of Dallas incorporates small town living with big city conveniences. The wide price range of homes within the District typifies the range of prices which seem to vary so much in a small town. Homes on Swiss Avenue and Bryan Parkway range from the low 20s to well over \$100,000, within blocks of one another.

"It was not only to the rich that this development was aimed," says Lee Tayloc, architectural historian commissioned by the Dallas City Plan Department to study the District. "Bryan Parkway suggests this. Its many small homes, by comparison with its backdoor neighbors on Swiss Avenue, reflect a more common street scene of the early 20th Century. There is the same order on Swiss, but the scale makes for more comfortable living."

Since the period in the early 20th Century when the homes in the Historic District were built, most developers have concentrated their efforts in the city on large housing projects within similar price ranges. One of the unique characteristics of the Historic District is its small town variety located in downtown East Dallas, near shopping centers, buses, and schools.

The homes in the Historic District include a wide variety of styles from English Tudor to Gothic Revival. No house is exactly like another because each house was built by its original owner. The National Historic Trust and the Texas State Historic Survey Committee have recognized the District for the large variety of homes of architectural merit left intact.

The homes, characterized by beveled and leaded glass windows, high ceiling rooms, large entry ways with staircases leading down from four, five, and seven bedrooms upstairs, are attracting a large number of young professionals who are renovating the homes.

"You can't build homes like these," says Bob Courtin, a new resident to Swiss who is director of investment relations with Harding Oil Co. "You don't have the craftsmen

and they certainly couldn't build these homes today at these prices."

The cost of renovation varies with the style of home and the creativity of the residents. "We have a 4,000 square foot home," says Don Moeller, president of The Ad Co. and new resident of Swiss Avenue. "We purchased and renovated it at less than \$11 per foot, while a comparable home elsewhere would be at least \$25 per square foot. This included all new copper plumbing, a complete kitchen, foundation work—just about everything."

To visit the Historic District, take Live Oak from downtown to Skillman and turn right. The District includes Bryan Parkway from Glendale to La Vista; Swiss Avenue from Fitzhugh to La Vista; La Vista at the top of Bryan Parkway and Swiss; and the only intact block of houses typical of the period on Live Oak. For further information, contact the Historic Preservation League.

Reprinted from *Dallas Times Herald*.



5303 Swiss Avenue . . . in the Historic District

## Beyond Swiss Avenue

Former Mayor Wallace Savage may have put his finger on the true significance of the City Council's designation of an 8-block area along Swiss Avenue as a historical district when he said, "This can turn around the downward decline of one of the city's finest sections."

Immediate effect of the designation will be to stabilize the Swiss Avenue area and preserve this historic section, where many of the city's earliest civic and financial leaders once lived.

Much of this beautiful East Dallas area is residential now but is in the early stages of transition to apartment and franchise-restaurant development.

Traditionally, in a situation like this, homeowners begin to fear commercial encroachment and sell their property. The process snowballs, and

before long the character of the section has changed. Oak Lawn has suffered somewhat the same process as have other attractive areas of Dallas.

The process is not inevitable, however. Many older residential areas of Dallas possibly could be saved if they are stabilized in the manner that it is hoped the historic designation will bring to Swiss Avenue.

If this is the case and if the trend to move farther and farther from the central part of the city is slowed or reversed, Dallas can avoid the problems of decay facing older cities in the nation.

Swiss Avenue and the surrounding area will be watched closely to see if this is the case. If former Mayor Savage is correct, Dallas will receive benefits far beyond the important preservation of the historic area.

Reprinted from *Dallas Morning News*, July 11, 1973.

# Inner city is befriended

By SHARON COBLER  
Club Editor of The News

Donna Vastine has a reputation for looking out after the neighborhood.

A recent anecdote the petite brunette tells on herself is how she got a ticket from the dogcatcher for "harboring" the neighborhood run-around Sam.

A neighbor's dog, Sam wisely had crawled under the fence into the Vastine backyard on Swiss when he spotted the dogcatcher, who in turn had spotted him.

The dogcatcher asked Donna to surrender the fugitive. She refused and got a ticket.

THE TRUE STORY catches the spirit of Mrs. Vastine and of the organization which she presides over, the Dallas Historic Preservation League.

Whether it's a neighborhood pet or a house threatened with misuse or destruction the group is ready to go to battle.

Unlike Donna's episode with the dogcatcher, the Historic Preservation League (HPL), has had some rather phenomenal success.

A chief persuader for the efforts of the citizens' group to preserve the inner city is Lyn Dunsavage, publicity director.

She and Virginia Savage Talkington, who grew up in the Swiss Avenue district, have assembled a book, "Historic Old East Dallas," which lists the attributes and advantages of buying a home in the area just east of the central business district.

When the area was declared a historic district a year ago (after several years' work), the HPL went to work on what it calls "an urban Renaissance."

"WE EVALUATED how to make people aware of housing available in the inner city," Mrs. Dunsavage says.

With a \$2,000 investment in newspaper classified advertising, focused on the advantages of revitalizing the old homes, the league saw a \$1 million return within the first six months.

Comparing the efforts of the citizens' group to other urban rehabilitation, Mrs. Dunsavage says it has gone 2 to 5 times faster than in some other cities.

The booklet, released in May, is distributed through realtors and the Chamber of Commerce. Inquiries have come from as far as Anchorage, Alaska. (It sells for a nominal 50 cents through the HPL, P.O. Box 9765, Dallas, Texas 75214.)

Mrs. Dunsavage, who wears her blonde hair cropped close to her head, contrasts the HPL efforts to those of the Dallas County Heritage Society, qualifying that both kinds of activities are needed.

"The country can support only so

many house-museums . . . We're interested in recycling buildings . . . Some people call us activists."

Yet both groups have an interest in seeing that the spirit of the past is not lost.

For the HPL, this means saving the old family homes which line the streets of Swiss, Munger, Bryan, Live Oak and others.

These homes range from mansions in the Swiss Avenue Historic District, to

## Trend

The Dallas Morning News

### Section C

Monday, August 19, 1974

the Mediterranean-style single-family residences in Lakewood to brick cottages in Hollywood Heights to frame cottages in the Mount Auburn and Junius Heights districts.

"Very few of these homes are beyond repair," says Mrs. Vastine, whose home is an elegant example of what can be done with a large investment.

She, Mrs. Talkington and Mrs. Dunsavage attest, however, that a modest investment, a little elbow grease and a lot of love can restore many homes of character.

An example is the Collett Munger home, built in 1915, currently being restored by the new owners, Kathy and Thayer Davis. Most recently, the home has been a rooming house, but the partitions have been removed, and the Davises, largely by themselves, are doing the restoration.

"BUYERS HAVE a great pride in their homes . . . Restoration may take 5 years or 6 months. A little bit of pride and love does it," Donna Vastine says.

Confidentially, Mrs. Vastine tells Mrs. Davis, viewing the signs of activities, "I put a scarf on my head the day I moved in and didn't take it off for a year and a half."

Kathy Davis understands. "The first time I shampooed my hair after we began work, all I got was mud."

But after the work comes the rewards, the families buying in the area believe.

Some rewards are hard to explain.

Lyn Dunsavage captures the essence when she says, "When you have a front porch, it's like never having a lonely evening."

Other rewards, however, are easier to explain:

● Economics: The cost of building a new home is \$20 per square foot, minimum. The cost of purchase and renova-

tion in 1973-74 for homeowners in Old East Dallas ran between \$10 and \$20 per square foot.

● Convenience: The area is close to downtown, within walking distance of shopping areas and close to schools.

● Esthetics: Many of the homes have detail which is unmatched by newer homes. (The Vastine home, a showpiece, has a garden room done with Rockwood pottery, one of the few domestic potteries considered collectibles.)

● Heterogeneity: The neighborhoods give a cross section of people. Munger Place is one of the last "neighborhood" type areas developed in Dallas, with homes for people from all economic backgrounds.

The spirit of the HPL, whose membership itself is heterogeneous, has caught on in areas other than East Dallas, a fact which the president quickly points out.

The HPL does not confine itself to activities in East Dallas, although that was the "crisis it was born in."

It is also concerned with downtown Dallas and Oak Cliff. (Recently Lyn and Virginia met with a group of citizens from Winnetka Heights interested in preserving that area.)

It is also working to preserve Trinity Methodist Church.

"THE INNER CITY can be revitalized by restoration," might be one motto of the organization.

From the practical standpoint, the league recognizes that some buildings must be adapted to new uses.

But, says Virginia Talkington, who also serves on the National Trust for Historic Preservation, one of two Texas members, it should be recognized that tearing down means wasting a lot of natural materials. "Recycling buildings saves waste and creates jobs."

When the league gets time, it will begin a membership drive. "We began in a crisis and haven't had time for a membership drive," Mrs. Vastine, who succeeds Anne Courtin, says.

On-gang projects include working with prospective buyers of old homes and fighting the advent of incongruous buildings.

The league works with absentee landlords, Urban Rehabilitation, realtors, VA and FHA and banks. (One large battle, now being won, has been getting financial institutions to loan money to buyers who want an old home rather than a new one.)

The league is also still fighting a proposed highrise. (It's been in court one and one-half years.)

The members of the league—men and women—see themselves as crusaders with a just cause.

"We are urban pioneers—pioneering for the restoration of a neighborhood."



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## Appendix D—Sample Letter



# HISTORIC PRESERVATION LEAGUE, INC.

P.O. Box 9765      Dallas, Texas 75214

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 Don Wright

July 2, 1973

Dear Friend:

Monday, July 9, at 1:30P.M., the City Council will meet to consider the Swiss Avenue area as Dallas' first historic district. This is the culmination of almost two years' effort of research on the area, passage of enabling legislation, and extensive public education.

It requires 3/4 vote from the City Council to make the District a reality. We need support from all over the City to influence the Council in this important decision.

For this reason, I am enclosing post cards to be sent to the Mayor expressing your support of the Historic District. The Historic Preservation League is strongly supporting the boundaries established and recommended by the City Plan Department and the City Plan Commission, and we are strongly supporting single family zoning for Swiss Avenue and Bryan Parkway. We feel single family zoning is critical to the rejuvenation of the area.

I hope you will take two minutes of your time to help in our effort to preserve the architectural history of Dallas. I am enclosing additional postcards so you could distribute them to your friends if they would be interested. The time is critical!

Many thanks for your time, interest, and support.

Sincerely,

*Virginia Talkington*

I support the designation of the area outlined in case Z73-188/731-B as a Historic District.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

OWNER OR TENANT \_\_\_\_\_

# Appendix E

## Historic District Ordinance

### Ordinance No. 14247

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

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

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

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

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

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

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

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

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

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

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

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

#### A. Definitions

1. "Primary structural decay" means damage to foundation, structural walls, or interior structure support which endangers the building's structural reliability.
2. "Natural disaster" means hurricane, tornado, hail, lightning, earthquake, or other natural phenomenon.
3. "Block" means all lots fronting on one street between two intersecting streets.
4. "Redeveloped" means any alteration to the exterior of any structure requiring a building permit.
5. Area A: [description of areas omitted for brevity].

#### B. Uses

Only single-family and duplex dwellings shall be permitted in Planned Development District 63-H except as

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

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

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

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

2. Area B: No additional use permitted.
3. Area C, D and F:
  - a. Library, Art Gallery, or Museum (public);
  - b. Lodge or fraternal organization;
  - c. Institution of religious, charitable, philanthropic, service or civic nature;
  - d. Studio-art, music, ceramics, drama, speech, dance and similar skills;
  - e. Low density multi-family (one unit per 3,200 square feet of lot);
  - f. Home Office;
  - g. Office, General;
  - h. Bank or Saving & Loan Office;
4. Area E: U. S. Post Office.  
The additional use in Area E as a U. S. Post Office is hereby approved.

#### C. Minimum Dwelling Unit Area for Multi-Family Uses

The minimum floor area per dwelling unit within a multi-family use, as computed for all units within a building or single building complex, shall average in any one structure or complex 1,000 square feet exclusive of halls, elevators,

common storage rooms or other non-residential spaces. Units with more than one bedroom must provide an additional minimum of 120 square feet for each additional bedroom.

#### D. Minimum Lot Width

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

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

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

#### E. Minimum Lot Depth

The lot on which any structure is constructed in Areas A, E, and F shall have a minimum depth of 200 feet.

The lot on which any structure is constructed in Areas B, C, and D shall have a minimum depth of 130 feet.

#### F. Coverage

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

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

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

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

#### G. Height

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

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

#### H. Off-Street Parking

A minimum of two paved off-street parking spaces shall be provided for each dwelling unit. Parking shall be provided in accordance with existing zoning requirements for

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

#### I. Signs

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

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

#### J. Screening

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

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

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

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

#### K. Subdivision Plat

For any proposed new development, a subdivision plat defining the area or areas to be developed as a unit shall be reviewed and acted upon by the City Planning Commission after the Historic Landmark Preservation Committee has reviewed said plat and made its recommendation. The approved plat shall be filed in the office of the County Clerk. Such plat shall show all utility and drainage easements, alleys, streets, and other public improvements necessary to meet the normal requirements for platting and shall be accomplished prior to the issuance of a building permit.

#### L. Minimum Front Yard

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

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

#### M. Minimum Side Yard

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

A minimum side yard of six (6) feet from a property line between any two lots shall be provided for all new or redeveloped structures in Areas B, C, D, and E. On a corner lot in these areas the side yard adjacent to a street shall not be less than 10 feet. No balcony, porch, or any portion of the building may extend into the required side yard, except, that, a roof, not to exceed three feet, may overhang the side yard. Where the same building has more than one wall face adjacent to the same lot line, all such walls shall observe the above side yard restrictions.

#### N. Minimum Rear Yard

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

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

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

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

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

#### O. Accessory Buildings

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

Detached accessory buildings shall be constructed to the

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

#### Section 4. Preservation Criteria

No construction of new structures nor redevelopment of existing structures shall be permitted which will adversely affect any historical, architectural or cultural feature of the subdistrict. Any construction or redevelopment in Areas A, D and F shall comply with eight (8) or more of the following twelve (12) criteria as the pattern is set out in paragraphs A, B, C, and D below; any construction or redevelopment in Areas B or C shall comply with five (5) or more of the first seven (7) criteria as the pattern is set out in paragraphs A, B, and C below. A structure shall be considered to have met a criterion when, as determined by the Historic Landmark Preservation Committee, it is substantially consistent with structures within the same block of the subdistrict.

##### A. Qualities of the Block

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

1. Rhythm of spaces between buildings—the rhythm established by a recurrence of the ratio between building widths and the spaces between them. [illustrative sketch omitted]
2. Landscaping—the open expanse of front lawns and the quantities of planting within them. [illustrative sketch omitted]

##### B. Qualities of the Building Form

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

3. Height-width ratio—the relationship between the height and width of the front facade, including wings, porches and colonades. [illustrative sketch omitted]
4. Shape of facade—a building silhouette which results from the structure's geometric configuration. [illustrative sketch omitted]
5. Multiplicity of roof forms—the number of roofs being used as well as their direction, pitch and arrangement. [illustrative sketch omitted]

##### C. Qualities of Building Treatment

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

6. Color—the color of a natural material or an applied color, such as paint.
  7. Material—primarily brick, stucco, wood, stone.
- All new or redeveloped structures in Areas A and D shall comply with one or both of the following elements:
8. Horizontal projections—the ratios between the facade area of the main building and the horizontal additions such as wings, colonades, carports, greenhouses, etc. [illustrative sketch omitted]
  9. Distribution and proportion of facade openings—size

and position of windows, doors, archways, etc. as well as any ratio or rhythmic relations between these openings and solid portions of the building facade. [illustrative sketch omitted]

##### D. Qualities of Facade Accentuation

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

10. Porch or entrance projections—the size, shape and prominence of the structure's entry. [illustrative sketch omitted]
11. Detailing—the manner in which materials are used, the way in which materials or structural elements are joined, and the fashion in which elements such as columns, eaves, or arches are used and combined to create a particular architectural style. [illustrative sketch omitted]
12. Embellishment—the use of applied decoration such as leaf patterns, scrolls, stained glass, etc. General use of these decorations are found along roof lines and above facade openings. [illustrative sketch omitted]

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

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

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

Section 8. If any section, subsection, sentence, proviso, clause or phrase be held to be invalid for any reason, such holding shall not render invalid any other section, subsection, sentence, proviso, clause or phrase of this Ordinance, and same are deemed severable for this purpose.

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

Approved as to Form: Passed: Sept. 10, 197  
N. ALEX BICKLEY, City Attorney

22685049

[This ordinance was researched and written by the Dallas Department of Urban Planning, then named the Urban Design Division, Dallas City Plan Department.]

CC  
7/27  
22685049



DmN Sept 17  
1958

## ZONING HEARING

# Plea Made to Prevent Apartments on Swiss

The fine old homes on Swiss Avenue should be considered as monuments and will take their place with the architectural sights of Europe, the East Dallas Zoning Committee was told Tuesday.

"I am very, very proud to be a resident of Swiss Avenue and I hope that nothing will be done to mar its dignity," stated Mrs. Frances Dee Logan, 4949 Swiss Avenue, as she fought an apartment zoning proposal.

Praising Swiss as a Dallas visual attraction, she said. "You will see them ride up and down Swiss in their carriages, showing all the homes."

Pleading passionately, she added: "This is the era of monuments in Dallas—what more beautiful monuments than those beautiful homes. Are we so anxious for dollars that we turn everything into dollars?"

Mrs. Lola S. Reagan, who said she represented most of the prop-

erty owners in the 4900 block, asked the change from residential to apartment zoning for both sides of Swiss from Fitzhugh to Collett.

The area, originally developed as the Munger property, has a fine parkway in the middle of the street and an ornate stone gate on the Fitzhugh side.

Lee Smith, representing the Swiss Avenue Property Owners Association, said "We are embattled and we have been embattled for some five years. It's like Pusan or Dien Bien Phu all over again."

Smith said his group unsuccessfully had fought apartment zoning at Gaston Avenue, LaVista Drive and Live Oak as delaying actions pending the struggle for Swiss.

He pointed to Mrs. Reagan as a 1957 purchaser of her Swiss Avenue property. "Swiss Avenue up to LaVista is a unit and should not be cut up," he said, warning that A-2 (apartment) zoning could include everything except a factory or narcotic hospital.

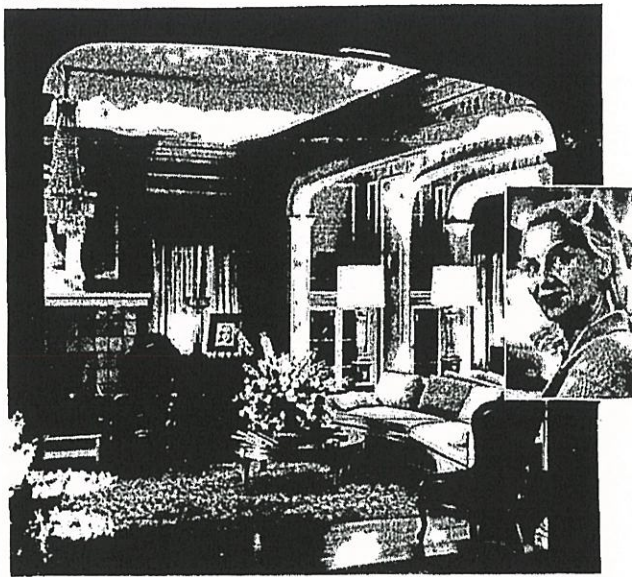
Louis Tobian, 6011 Swiss Avenue, said he was an SAPOA officer. "Swiss is the most beautiful street in Dallas east of Fitzhugh and up to LaVista," he said. "There is plenty of available apartment land west of Fitzhugh. This first block is just the Matsu and Quemo (besieged free Chinese Islands). They will want the rest."

Mrs. Clarence R. Miller, 5112 Swiss Avenue, said, "We built our home there more than 30 years ago. We never dreamed that East Dallas would come to this. We don't want a speedway made of our parkway."

She added, "I am afraid to go from home for a week. I'm afraid that when I come back there will be an apartment house on my own lot—they go up so fast."

Mrs. Reagan, the applicant, had the last word. "So many of the owners in the lots requested have moved away and rented. I don't care what the objectors do with theirs—they are all two blocks away."

DMM  
3/4/62



—Dallas News Staff Photo by Joe Lutz.

Miss Logan decries threat to splendor of her home.

## RE-ZONING ISSUE

# Mansions on Swiss Sign of Bygone Era

By KENT BIFFLE  
For decades the big, stone gateway on Swiss Avenue at Fitzhugh has broken up the waves of commercialism rolling down 24 blocks of Swiss from downtown.

It has guarded surviving mansions of Manger Place from invasion by apartment buildings, medical offices and radiator shops found along Swiss southwest of Fitzhugh.

Gentility of this northeast end has been marred only in recent years by the quiet rezoning of apartments in some of the giant houses just behind the stonework. But nobody hangs out a sign saying "Furnished Apartment."

Now owners of property in the 4200 block, immediately east of the gateway, have asked for a zoning change that would invite construction of sleek, new apartment buildings.

Some owners are against it. They want the old houses preserved. The houses were built by Dallas business barons when this century was still a teenager.

Mary Ellen Logan and her mother, Mrs. J. M. Logan, oppose the change. They live at 4919 Swiss in a house with seven fireplaces, a solid mahogany stairway and a wall-to-wall mirror.

They argue that if apartment buildings spring up, owners of the old palaces will stop spending money on them to keep them in good shape.

"These old houses should not be destroyed, they should be maintained for this generation's great-grandkids to see," said the daughter.

The buildings are sound—good for many more years, the mother said.

Mrs. L. D. Greenfield of 4929 is of an opposite view. Here is a view shared by most owners of property in the 4200 block. She would welcome the zoning change.

"I keep boarders. New apartment buildings over on Gaston have hurt my business. I used to have 14 boarders. Now I have 3. I'd like to sell this place and move to a new location," she said.

Frank Moore, who buys and sells real estate, lives at 5002. He owns two additional pieces of property in the 4200 block. He is in favor of rezoning the

4200 block. Just the one block, for now, he said.

Some of the top families in Dallas live on this section of Swiss. Former Mayor Wallace Savage lives at 4703. Civic leader Louis Tobian resides at 6011.

Savage is in Florida at present. But in the past he has spoken out against changing the historic street.

Tobian opposes rezoning of even one block. "The camel will

have his nose in the tent when apartment buildings go up in the 4200 block," he said.

He is treasurer of the Swiss Avenue Property Owners Association. President is Dr. Raymond Courtin of 5528 who argued against "piecemeal" zoning of Swiss at a hearing before the North Dallas Zoning Committee last week.

The committee feels there should be an overall plan for the future of the 12 blocks of Swiss east of the gateway.

Tobian said nobody will invest money for upkeep of one of the Swiss Avenue mansions knowing an apartment building might be constructed next door.

Consultant Marvin Springer has been asked to outline a plan for the future.

This part of Swiss was a good address when Highland Park was still a striping.

By 1913, some of Dallas' biggest bankrolls had homes here. It was Easy Street—an archipelago of a dozen boulevard islands lush with grass, shrubs and hawberries.

The boulevard parkway is still a beauty spot. It divides roomy traffic lanes frothing lawns of college campus proportions. The lawns sweep up to the palaces with their lowering gables, spires and chimneys.

Just how swank this segment of Swiss really was can be judged by a discovery city officials made in 1940.

They found it wasn't a public street. Dismal speeding tickets issued to motorists on the strip, officials announced they would get the stretch of roadway properly dedicated for public use.

Cracks can be seen in a few of the houses. One residence in the 4200 block has already been torn down. A block away a "for sale" sign can be seen on a lawn.

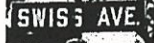
And one of those tiny, gas-saving, compact cars looks peculiar parked in the driveway of a 3-story house.

Tobian said when descendants of the original families moved out, speculators moved into the 4200 block.

Pressure for a zoning change here likely dates back to the housing shortage of World War II. Big houses on neighboring Gaston have given way to new apartment buildings. But the mansions on Swiss have resisted till now.



'I'll 'Saracen' hold the line?



Street Sign . . .



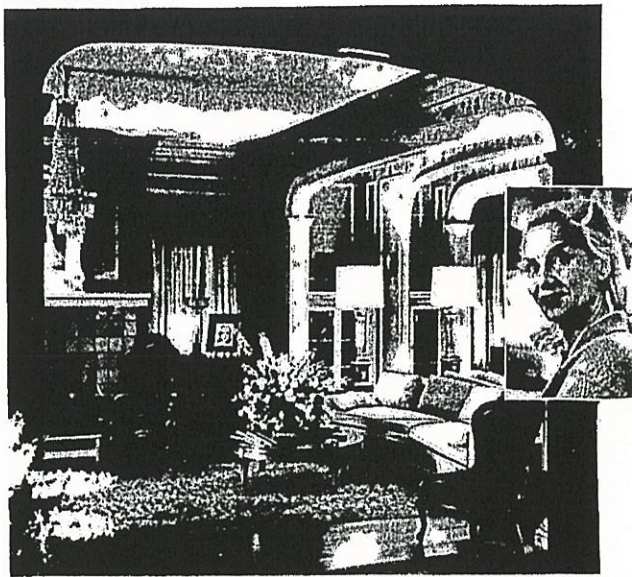
'For Sale' signs



. . . Point up Battle of Famous Old Stone Gates.



DMM  
3/4/1962



—Dallas News Staff Photo by Joe Lutz.

Miss Logan decries threat to splendor of her home.

**RE-ZONING ISSUE**

**Mansions on Swiss Sign of Bygone Era**

**By KENT BIFFLE**  
For decades the big, stone gateway on Swiss Avenue at Fitzhugh has broken up the waves of commercialism rolling down 24 blocks of Swiss from downtown.

It has guarded surviving mansions of Munger Place from invasion by apartment buildings, medical offices and radiator shops found along Swiss southwest of Fitzhugh.

Gentility of this northeast end has been marred only in recent years by the quiet rising of apartments in some of the giant houses just behind the stonework. But nobody hangs out a sign saying "Furnished Apartment."

Now owners of property in the 4200 block, immediately east of the gateway, have asked for a zoning change that would invite construction of sleek, new apartment buildings.

Some owners are against it. They want the old houses preserved. The houses were built by Dallas business barons when this century was still a teenager.

Mary Ellen Logan and her mother, Mrs. J. M. Logan, oppose the change. They live at 4949 Swiss in a house with seven fireplaces, a solid mahogany stairway and a wall-to-wall mirror.

They argue that if apartment buildings spring up, owners of the old palaces will stop spending money on them to keep them in good shape.

"These old houses should not be destroyed, they should be maintained for this generation's great-grandkids to see," said the daughter.

The buildings are sound—good for many more years, the mother said.

Mrs. L. D. Greenfield of 4929 is of an opposite view. Here is a view shared by most owners of property in the 4900 block. She would welcome the zoning change.

"I keep boarders. New apartment buildings over on Gaston have hurt my business. I used to have 14 boarders. Now I have 3. I'd like to sell this place and move to a new location," she said.

Frank Moore, who buys and sells real estate, lives at 5002. He owns two additional pieces of property in the 4900 block. He is in favor of rezoning the

4000 block. Just the one block, for now, he said.

Some of the top families in Dallas live on this section of Swiss. Former Mayor Wallace Savage lives at 4703. Civic leader Louis Tobian resides at 6011.

Savage is in Florida at present. But in the past he has spoken out against changing the historic street.

Tobian opposes rezoning of even one block. "The camel will

have his nose in the tent when apartment buildings go up in the 4200 block," he said.

He is treasurer of the Swiss Avenue Property Owners Association. President is Dr. Raymond Courtin of 3528 who argued against "piecemeal" zoning of Swiss at a hearing before the North Dallas Zoning Committee last week.

The committee feels there should be an overall plan for the future of the 12 blocks of Swiss east of the gateway.

Tobian said nobody will invest money for upkeep of one of the Swiss Avenue mansions knowing an apartment building might be constructed next door.

Consultant Marvin Springer has been asked to outline a plan for the future.

This part of Swiss was a good address when Highland Park was still a striping.

By 1913, some of Dallas' biggest bankrolls had homes here. It was Easy Street—an archipelago of a dozen boulevard islands lush with grass, shrubs and hickories.

The boulevard parkway is still a beauty spot. It divides roomy traffic lanes from lawns of college campus proportions. The lawns sweep up to the palaces with their lowering gables, spires and chimneys.

Just how swank this segment of Swiss really was can be judged by a discovery city officials made in 1940.

They found it wasn't a public street. Dismal speeding tickets issued to motorists on the strip, officials announced they would get the stretch of roadway properly dedicated for public use.

Cracks can be seen in a few of the houses. One residence in the 4900 block has already been torn down. A block away a "for sale" sign can be seen on a lawn.

And one of those tiny, gas-saving, compact cars looks peculiar parked in the driveway of a 3-story house.

Tobian said when descendants of the original families moved out, speculators moved into the 4900 block.

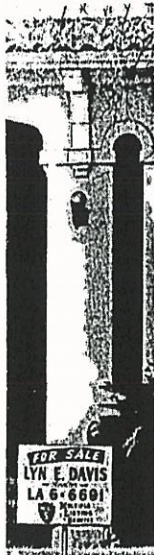
Pressure for a zoning change here likely dates back to the housing shortage of World War II. Big houses on neighboring Gaston have given way to new apartment buildings. But the mansions on Swiss have resisted till now.



Will 'Saracen' hold the line?

**SWISS AVE**

Street Sign . . .



'For Sale' signs



. . . Point up Battle of Famous Old Stone Gates.