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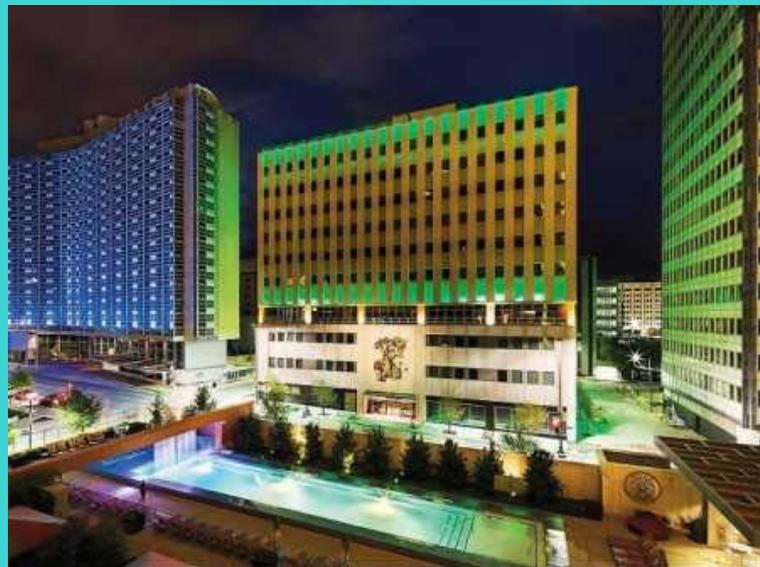
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**Corporate Partners**



**February Intown Outing  
The Continental Building**



Continental at The Mercantile Place

**SATURDAY** | February 22  
1810 Commerce Street

**10 AM**

Originally named the Mercantile Commerce Building, the building and garage opened in late 1948 and later was renovated and expanded in 1958. First designed by Walter Ahlschlager, it was constructed as the garage for the adjacent Mercantile National Bank Building. During the expansion, Mercantile National Bank's president (and later city mayor) R.L. Thornton commissioned the still present prominent mosaic sculpture by Millard Sheets.

Today it is has been converted into the first LEED Gold Certified apartments in downtown Dallas under the helm of Forest City Enterprises with the help of Merriman Associates Architects.

Come join us for a short presentation and tour of this



Ronald L. Seibler  
Remodeling, Renovations &  
Historic Restorations



*Thank you for  
your support!*

### New Members

**Individual**  
Leslie Carter  
Sharon Dorsey

wonderful mid-century modern building in the heart of downtown!

#### **PARKING:**

Plenty of street parking is available.

#### **REGISTRATION:**

Admission is free for members, \$20 for non-members. Reservations are required and seating is limited. Please meet in the lobby to be escorted up to the amenity deck. Contact Preservation Dallas by [e-mail](#) or at 214-821-3290 to reserve a spot.

## 2014 Spring Architectural Tour State-Thomas Historic District



As one of Dallas' oldest neighborhoods, State-Thomas' fairytale streetscapes have always intrigued us. Join Preservation Dallas and Gables Residential as we present a spring tour in the 2013 Neighborhood Achievement Award winning historic district.

On Sunday (yes, Sunday), April 13, at noon we will kick off with refreshments and a discussion lead by Virginia McAlester, Judy Smith Hearst and Patricia Meadows. The tour will commence through private residences and re-adapted former homes, several of them being Preservation Achievement Award recipients.

We certainly hope you will join us to see these storybook spaces nestled in the heart of the city. More details coming very soon!

## History of the Interstate Theatres

### Program Rescheduled!

**Urban Armadillos**

Susan Baldwin  
Carol Huang & Stefan  
Feuerbendt  
Jeremy Gott  
Calvin Hull  
Chris Mims  
Debra Nelson  
Krysti Piel & Steve Schaedler  
Kay Thomason

**Young Professionals**

Joshua Hersh  
Mark Sutton

**Double**

Catherine & Matthew Brady  
Chrystal Riddell

**Welcome  
and  
thank you  
to our new members!**

**Join/Renew**

**Donate**

**Volunteer**



**Good Neighbor  
Program**



Help Preservation Dallas by  
shopping at Tom Thumb!

**WEDNESDAY | March 12**  
**Fair Park - Hall of State**  
**3939 Grand Ave, Dallas**

**6:00 PM Doors Open**  
**(Cash Bar Available)**  
**6:30 PM Program**



Theatre Row in Dallas in the 1940s.  
Image courtesy of Lovita Irby.

Thanks to the wintery weather earlier this month we were unable to hold our program on the History of the Interstate Theatres. Thankfully we were able to reschedule for March.

Love the Majestic? Want to know more about it and the other grand movie palaces that were part of the Interstate empire? Come hear about the work of Jeffery Mills on a documentary which will follow the 70-year history of Interstate Theatres, one of the nation's largest and most storied circuits of movie houses, from its birth as a vaudeville chain to its demise in the '70s--a victim of multi-cinemas and urban flight. Dallas had many Interstate theatres including the Majestic, Tower, Forest, Circle, Palace, Esquire, Inwood, and Lakewood. A clip from the documentary will also be shown with the premier of the documentary on PBS set for this summer.

Preservation Dallas would like to extend a special thank you to June Mattingly whose research on the Texlite, Inc. sign company, owned by her father, helped make this program possible. Mrs. Mattingly introduced us to Lovita Irby, owner of a collection of images and papers on the Interstate Theatres company, who assisted Jeffrey Mills with research for the documentary and put us in touch with him. Texlite, Inc. designed and manufactured signs for Interstate Theatres along with the original Pegasus on top of the Magnolia Building.

This program is in partnership with the Dallas Historical Society and is free and open to the public. It will be held in the Hall of State at Fair Park - 3939 Grand Avenue, Dallas, TX 75210.

Reservations are required. To make a reservation [click here](#), call 214-421-4500 ext 101, or [email](#). Registrations from the earlier program do not carry over, so please register for the program again to make sure you have a reservation for the March 12 program.

**Book signing:  
Historic Dallas Theatres**

**by D. Troy Sherrod**

They will pay 1% of your total grocery purchases to Preservation Dallas. Simply fill out the [Good Neighbor form](#) and the top part of a Reward Card Application (if you don't have a Reward Card already), indicating our number and return it to the Courtesy Booth or to Preservation Dallas.

Our Good Neighbor number is:  
**11352**

### PARTNER LINKS

[Dallas Architecture Forum](#)

[Dallas Arts District](#)

[Dallas Center for Architecture](#)

[National Park Service](#)

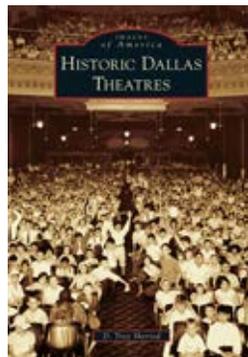
[National Trust for Historic Preservation](#)

[Preservation Texas](#)

[Texas Historical Commission](#)

### Zip Code Change for Preservation Dallas

If you are mailing anything to Preservation Dallas don't forget about our zip code change! Our new zip code is 75204-5962.



**TUESDAY | March 18**  
**Wilson House**  
**6:00 PM**

Bring a friend and join us as D. Troy Sherrod, a fourth-generation Dallasite and local historian, discusses and signs his new book.

Dallas was the show business capital of Texas and much of the South throughout the 20th century. More than 100 theatres served the city's neighborhoods, and Elm Street once boasted more than 15 vaudeville and movie theatres--second in number to Broadway. The quality of the show houses in Dallas were surpassed by few cities and all major, and most minor, Hollywood studios maintained Dallas offices. Notable names figuring in this history include Margo Jones, "Blind" Lemon Jefferson, Karl Hoblitzelle, Baruch Lumet, Bob Hope, Greer Garson, Linda Darnell, Howard Hughes, Clyde Barrow, Gene Autry, Oliver Stone, Pappy Dolson, Jack Ruby, Lee Harvey Oswald, Nicola Rescigno, Don Henley, and Frank Lloyd Wright.

Combining extensive research and photographs culled from his own collection, as well as those from numerous individuals and archives, Sherrod presents a comprehensive yet concise look at the colorful history of Dallas theatres.

### REGISTRATION:

Admission is free, and reservations are encouraged.

[Reserve a copy of the book today online](#) to make sure you have one for the signing. A limited number of books will also be available for purchase at the event. Books are \$21 for members, \$24 for non-members, which includes tax. Please contact Preservation Dallas by [e-mail](#) or at 214-821-3290 to purchase a book. Pre-ordered books will be given out at the event.



Join Docomomo US and local hosts [Houston Mod](#) for the second annual Docomomo US National Symposium in Houston, Texas from March 13-15, 2014. This year the symposium will explore modernism's legacy, and consideration of its future, in Houston and in Texas.

The main symposium events and presentations will take place at the [University of St. Thomas](#), which was designed by Phillip Johnson in 1958. For more information on the symposium click [here](#).

Docomomo promotes the study, interpretation and protection of the architecture, landscape and urban design of the Modern Movement. It promotes the exchange of knowledge about this important legacy which extends from the planned city and the iconic monument to the house next door. Docomomo US is the United States chapter of [Docomomo International](#), a nonprofit organization. There are also regional chapters of Docomomo, including one in North Texas.

## 2014 Preservation Achievement Awards Nominations Due February 28

Help us identify remarkable preservation projects that should be nominated for the 2014 Preservation Achievement Awards! The jury for the 15th Annual Awards will be selecting award recipients at the beginning of March, and we are collecting projects for them to review.

Nominations are due by 4 p.m. on Friday, February 28. [E-mail Donovan Westover](#) or call 214-821-3290 for more information on nominating a project, or to alert us to a deserving preservation project. Nomination forms are available by [clicking here](#). Join us in recognizing this years recipients at the Preservation Achievement Awards event in May.

## Preservation Issues

The City of Dallas has been working on revisions to the

Conservation District ordinance to streamline the process for neighborhoods wishing to create a Conservation District. Last fall the Zoning Ordinance Committee began reviewing changes proposed by staff.

The staff has proposed the removal of the required feasibility study, to be replaced by a determination of eligibility from the staff, and putting in time requirements for public meetings and petition deadlines.

Under the proposed changes after a neighborhood is determined eligible for a Conservation District there would be public hearings to explain the Conservation District and then a petition to determine support for moving forward with the process. The city staff recommended that 75% of the property owners would need to be in favor to move forward. However, Preservation Dallas and the Old Oak Cliff Conservation League both recommended that the percentage be closer to 50% to give neighborhoods more of a chance to move through the approval process. The Zoning Ordinance Committee decided on 66% to move forward in the process.

If there is enough support to move forward after the petition process there will be additional public hearings and a draft Conservation District ordinance created for that neighborhood. Reply forms would then be solicited from the neighborhood on whether they support the proposed Conservation District before going to the City Plan Commission. The Commission would then have the opportunity to recommend or deny the Conservation District ordinance. The ordinance would then move to the City Council for approval if recommended by the CPC.

There will be more Zoning Ordinance Committee meetings to look at other changes to the ordinance before it is presented to the City Plan Commission for review, so stay tuned!

## Director's Letter

*By David Preziosi, Executive Director*

Advocacy and education is a big part of what we do at Preservation Dallas. This year we have been increasing those efforts with not only our programs, tours, and events, but advocacy as well by working to get out the message about why preservation is important. In January, the Preservation Dallas board president and I began making visits to the Dallas City Council members to talk to them about the work of Preservation Dallas, the importance of preservation to the city, and how we can assist them in preserving the historic resources in their districts and throughout the city. Of course some of the council members are more familiar with our work than others; however, we felt it was important for even the ones that know us well to give them an update on the projects we are working on and that we continue to be a resource for them. Meetings started in January and we have met with about a third of the council members so far with

meetings continuing through April.

We have many wonderful events scheduled this year that will also help to educate our members and others about preservation, whether it is a tour of a historic building or neighborhood, a program on the work of an architect or a historic aspect of Dallas, or recognition of outstanding preservation projects at our Preservation Achievement Awards. If you have a friend that is not a member and is interested in architecture, history, or preservation, bring them to one of our events to learn more about Preservation Dallas and the interesting things we do!

## Upcoming Programs and Events for Preservation Dallas and Partners

### Forum Lecture: Carlos Bedoya Magnolia Theater, West Village February 20, 7pm

As a founding partner of the Mexico City architectural firm PRODUCTORA, Carlos Bedoya is a leader among the powerful new design visions coming out of Latin America. The firm was recently honored as an International Emerging Voice by the Architectural League of New York. Their work has been exhibited at Beijing's National Museum of Art and at the Victoria & Albert. In addition to his extensive practice Bedoya teaches in both Monterrey and Mexico City. For more information contact the Dallas Architecture Forum at 214-764-2406 or [director@dallasarchitectureforum.org](mailto:director@dallasarchitectureforum.org).

### The Changing Face of the 1960s Dallas Center for Architecture February 24, 6pm

Join AIA Dallas, the Dallas Center for Architecture and UTA's David Dillon Center for Texas Architecture for a four-part series celebrating the legacy of AIA Dallas Fellows and the Chapter's contribution to the design and development of Dallas over the decades. Scheduled for Monday gatherings quarterly and moderated by UTA faculty member and *The Dallas Morning News* architecture critic Mark Lamster, the panel discussions will cover a wide-range of topics on planning and the architecture and design of our community over the years. To register, [click here](#).

### The Dallas Heritage Village Guild Annual Spring Trip & Auction Bus leaves from NorthPark Mall March 3, 8am

The Dallas Heritage Village Guild will be traveling by charter bus to Weatherford, visiting two historic homes, shopping in the local stores, and enjoying a lunch with one another. There will even be an opportunity for a wine tasting! The live auction takes place on the bus while en route conducted by Beverly Denny. For more information, please [click here](#).

[Spread the News & Forward to a Friend!](#)



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