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## **The West End Association Beautification Project Phase 1 is Underway**

**DALLAS, TEXAS, November 19, 2020:** The Dallas West End has begun the first phases of the historic districts new beautification project. The West End Association (WEA) and district businesses are working together to enhance and elevate the district.

The WEA started the process over the last few weeks with new landscaping, trimming existing trees and freshening the overall curb appeal of the district. The process will continue with the enhancement of existing lighting to improve visibility, safety, and create a warm, inviting ambience to the entire district.

Phase I will also include the installation of new directional signage that will not only create ease of movement within the district, but will promote Dallas West End businesses. The beautification project is the first of its kind in the history of the district, and coincides with the upcoming opening of the West End Square multi use park. The park is currently under construction in the heart of the district, with a proposed opening in January of 2021.

*“The beautification project falls in line with the new direction of the neighborhood. The progress in the last 90 days is visible and evident the moment you walk down Market Street. There is a new energy in the air and it is contagious. Increased membership, neighborhood engagement, new businesses reopening and bringing traffic back to our downtown dallas west end streets.”* said West End Association Executive Director Phillip Honoré.

The West End Association will be unveiling and sharing more exciting announcements in the coming weeks including fun neighborhood experiences, and an upcoming holiday project. The first in almost a decade. The district continues to be a destination within the downtown corridor, exciting and enticing new businesses and residents to live, work and play in the Dallas West End.

The beautification project is a collaboration between The West End Association, Area Property Owners and Downtown Dallas Inc.

*The West End Association is a 501(c)(6) non-profit organization. WEA is dedicated to the preservation and development of the historic district. It works to enhance the area through public safety improvements, marketing and promotion. Its mission is to interface and engage with property owners, business owners, residents, and the City of Dallas to improve the district and aid its growth.*

For questions or comments regarding the Historic West End neighborhood, please contact Executive Director, Phillip G. Honoré at [phonore@dallaswestend.org](mailto:phonore@dallaswestend.org)