

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

1299



**1. NAME OF PROPERTY**

HISTORIC NAME: Dallas Downtown Historic District (Boundary Increase)  
OTHER NAME/SITE NUMBER: N/A

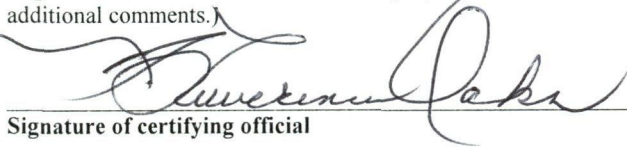
**2. LOCATION**

STREET & NUMBER: Roughly bounded by Jackson, North Harwood Commerce, north-south line between South Pearl Expressway and South Harwood Canton, South Harwood, Marilla Cadiz, South St. Paul, Canton, and South Ervay Streets.

CITY OR TOWN: Dallas VICINITY: N/A NOT FOR PUBLICATION: N/A  
STATE: Texas CODE: TX COUNTY: Dallas CODE: 113 ZIP CODE: 75201

**3. STATE/FEDERAL AGENCY CERTIFICATION**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ( nomination) ( request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ( meets) ( does not meet) the National Register criteria. I recommend that this property be considered significant ( nationally) ( statewide) ( locally). ( See continuation sheet for additional comments.)

  
Signature of certifying official

11-11-2008  
Date

State Historic Preservation Officer, Texas Historical Commission  
State or Federal agency and bureau

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria. ( See continuation sheet for additional comments.)

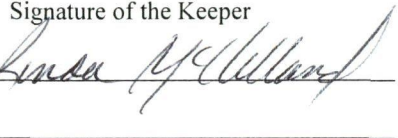
Signature of commenting or other official \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

**4. NATIONAL PARK SERVICE CERTIFICATION**

I hereby certify that this property is:

- entered in the National Register  
See continuation sheet.
- determined eligible for the National Register  
See continuation sheet
- determined not eligible for the National Register
- removed from the National Register
- other (explain): \_\_\_\_\_

Signature of the Keeper  


Date of Action  
1/9/09

**5. CLASSIFICATION**

**OWNERSHIP OF PROPERTY:** private, public-local

**CATEGORY OF PROPERTY:** district

**NUMBER OF RESOURCES WITHIN PROPERTY:** (in boundary increase only)

	CONTRIBUTING	NONCONTRIBUTING
BUILDINGS	21	12
SITES	0	0
STRUCTURES	1	0
OBJECTS	0	0
<b>TOTAL</b>	<b>22</b>	<b>12</b>

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 1 (Dallas Scottish Rite Temple, NR 1980).

**6. FUNCTION OR USE**

**HISTORIC FUNCTIONS:** COMMERCE/TRADE = business, retail, organizational, specialty store, restaurant, warehouse  
GOVERNMENT = government office  
INDUSTRY = industrial, manufacturing, utility services, vehicular service  
RELIGIOUS = church, religious facility  
SOCIAL = meeting hall

**CURRENT FUNCTIONS:** COMMERCE/TRADE = business, organizational, warehouse  
GOVERNMENT = social services  
INDUSTRY = utility service, automotive service  
RELIGION = church, religious facility  
SOCIAL = meeting hall  
VACANT/NOT IN USE

**7. DESCRIPTION**

**ARCHITECTURAL CLASSIFICATION:**

Late 19<sup>th</sup> and 20<sup>th</sup> Century Revivals: Neoclassical, Beaux Arts, Venetian Gothic, Romanesque Revival  
Late 19<sup>th</sup> and Early 20<sup>th</sup> Century American Movements: Commercial Style  
Modern Movement: Art Deco, Modern movement  
Other: 1-part commercial block; 2-part commercial block; Modern Curtain Wall; No Style.

**MATERIALS:** FOUNDATION CONCRETE  
WALLS BRICK, STONE, TERRA COTTA, CERAMIC TILE, STUCCO, METAL, SYNTHETIC, ASBESTOS TILE  
ROOF ASPHALT OR COMPOSITION, CLAY TILE, SLATE  
OTHER WOOD, GLASS, STONE/MARBLE, TERRA COTTA

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-7).

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# National Register of Historic Places Continuation Sheet

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Dallas Downtown Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

The purpose of this nomination amendment is to increase the boundary of the Downtown Dallas Historic District (NR 2006) to include an area at the south-east boundary of this district. This area is roughly bounded by Jackson Street on the north, Harwood Street on the east, Canton Street on the south and S. Ervay Street on the west. This area encompasses the history and themes represented in the Downtown Dallas National Register Historic District and also includes commercial and industrial resources that supported the development of the adjacent central business district. As Dallas' central business district expanded, surrounding areas such as this evolved from residential neighborhoods to a commercial district with a diverse type of businesses (automobile-orientated, film exchange, printing, warehouse and distribution and public utilities) over the first fifty years of the 20<sup>th</sup> century. The resulting buildings represent the architectural evolution of an early twentieth-century downtown commercial area with buildings that range from one and two-story modest or vernacular commercial buildings to architecturally significant religious and fraternal buildings of Dallas' leading congregations, ornate buildings of the 1930s and several buildings reflecting the modern movement that date from the late 1940s and mid-1950s as well as utilitarian industrial complexes that reflect their function and uses. Architectural styles represented in this area of boundary increase include Beaux-Arts, Neoclassical, Venetian Gothic, Gothic Revival, Zigzag Moderne and the modern movement. Several of the high-style buildings in the district represent the work of the state's leading architects as well as out-of-state architects. These buildings represent the architectural evolution that is typical of a downtown commercial district associated with the commercial growth of Dallas from the early 1900s through the 1950s. The vast majority of contributing buildings within this boundary increase retain a high degree of integrity with respect to design, workmanship, and materials.

This boundary increase to the Downtown Dallas Historic District includes 23 contributing buildings (of which one is individually-listed), twelve non-contributing buildings and 1 structure (the remains of the Houston and Texas Central Railroad tracks along Marilla Street between South Ervay and Park Avenue) and contains sufficient integrity for listing under Criterion A in the areas of commerce at the local level of significance and Criterion C, in the area of architecture, at the local level of significance. The properties within the original boundary have not been included and are not addressed in this nomination, given that district's recent listing in the National Register in 2006.

## General characteristics of the proposed boundary increase to the Downtown Dallas Historic District

The boundary increase to the Dallas Downtown Historic District lies at the south-eastern edge of this national register district and is near the heart of the city's Central Business District (CBD); this area is roughly bounded by Jackson Street on the north, Harwood Street on the east, Canton Street on the south and S. Ervay Street on the west and primarily include resources located along Jackson, Wood, Young, Marilla and Canton Streets. The resources within the boundary increase date from 1911 through the late 1950s and represent the period in which Dallas developed as a major center for banking, the insurance industry, and retail for the Southwest through the post-World War II building boom.

## Overview of Properties in the Boundary Increase to the Downtown Dallas Historic District

The boundary increase contains <sup>33</sup> buildings of which <sup>21</sup> buildings (not including one already NR-listed) contribute to the architectural and historical significance of this boundary increase. The buildings within the district were constructed between 1911 and 1958 with a small number of buildings dating from the 1960s through 2007; these later buildings tend to be larger in size and height, reflecting the dynamic development of the adjacent central business district. Twenty-eight buildings are four stories or less in height; only one of these larger buildings (the Butler Building) dates from the period of significance. The tallest building in this boundary increase is twelve stories in height.

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The boundary increase contains twelve noncontributing buildings. Of these, three fall outside the period of significance, while the remaining noncontributing buildings are historic buildings that have been so altered that they no longer have sufficient integrity to be considered contributing to the district. The district contains one structure (Houston and Central Railroad switch, c. early 1900s). There are several large parking lots located at the north edge of this boundary increase; this is not uncommon for commercial areas on the edge of a major central business district such as downtown Dallas where smaller buildings were removed to accommodate surface parking lots. Several surface parking lots are sprinkled throughout the area of increased boundary and are indicated on the map, but are not counted as contributing or noncontributing features.

The buildings within this boundary increase to the Dallas Downtown Historic District range from modest, vernacular one-part and two-part commercial block buildings to high-style historic religious and fraternal buildings to later, mid-rise buildings. These buildings represent the architectural evolution of these building types from the turn of the century through the mid-1950s, including Beaux-Arts and Neoclassical inspired ornamentation; Venetian Gothic, Gothic Revival, Renaissance Revival; Art Deco and Art Moderne forms; and the modern movement. The high-style buildings in the district represent the work of the state's leading architects. The vast majority of contributing buildings within the district retain a high degree of integrity with respect to design, workmanship, and materials.

## Property Types in the area of Boundary Increase

In addition to those property or building types noted in the Downtown Dallas Historic District (One-Part Commercial Block, Two-Part Commercial Block, Vault, Two-Part Vertical Block and Three-Part Commercial Block), buildings in the area of the boundary increase also include 'Temple Front' buildings, Chicago School, and Central Massing with wings. These additional types, as established by Richard Longstreth in *The Buildings of Main Street* (1987), includes two basic categories based on (1) the manner in which a facade is divided into distinct sections, and (2) the arrangement of a few major architectural features or enframing wall surfaces. The first type of category based on facade divisions includes six sub-types: two-part commercial, stacked vertical block, two-part vertical block, three-part vertical block, enframed block and central block with wings. The second category based on defining features or enframed wall surfaces includes four sub-types: enframed window wall, temple front, vault and arcaded block.

In addition to these building types, this area of boundary increase includes several smaller utilitarian buildings with primarily blank or flush front facades with minimal windows; such buildings typically date from the 1940s and 1950s although later examples also occur; these buildings are a more utilitarian version of the early 20<sup>th</sup> century one and two-part commercial block type that are simpler in design. Typically an office and warehouse use, these buildings had smaller windows which reflected their use of central air-conditioning, concerns about security and the influences of post-WW2 modern architectural influences; examples are 2017 Young Street, 1808 Canton Street.

### *Temple Front*

This building type, unlike other types found in the district and area of boundary increase, was not typically used on commercial buildings in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries in Texas, but on institutional, financial and religious buildings. The impetus of the academic movement at the turn of the 20<sup>th</sup> century and the availability of information about English classical architectural forms contributed to the popularity of this style during this time. Ancient Roman architecture provided inspiration, and as the 'temple' was typically an added feature to the façade, it served purely an

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ornamental role as it often was applied to large building forms that served as a backdrop. As such, the 'temple' was often gracefully designed with classical proportions and integrated to varying degrees with the building mass beyond.

### *Central Block with Wings*

As succinctly described by Longstreth,<sup>1</sup> this building type has 'a central block with wings characterized by a façade generally two to four stories high with a projecting center section and subordinate flanking units that are at least half as wide and often much wider.' Its origins date to the Italian villas of Antonio Palladio, and has been used for residential as well as commercial buildings in a variety of architectural styles. In the United States, this building type has been used since the 1730s for residences and with the popularity of neoclassical style at the beginning of the twentieth century came into use for commercial and institutional buildings.

This building type is suitable for free-standing buildings in areas surrounding the central business district where free-standing buildings are more common, and the sites can accommodate them. In the area of the boundary increase, the Masonic Temple with its higher central block and adjoining side wings that anchor the building to the site is the only building of this type, and was designed in the Art Moderne architectural style.

### **Methodology for the Evaluation of Buildings within the Boundary Increase**

As noted in the Downtown Dallas Historic District nomination, several surveys (*Downtown Dallas and Adjacent Neighborhoods Historic Resources Survey* (1998) by Norman Alston and Kate Singleton, the 1974 historic resources survey conducted by Drury B. Alexander and a 1980 survey of the CBD by Ellen Beasley sponsored by the Historic Preservation League, Inc. of Dallas) have provided information about the historic resources in this area of the boundary increase. The methodology for the evaluation of buildings within the area of the boundary increase to the Dallas Downtown Historic District is addressed in that original nomination. The historic resources within a boundary increase to such districts must meet the same criteria as the original district: an area must be a well-defined area which contains a large concentration of resources at least 50 years old, and possess strong associations with at least one of the four National Register criteria for evaluation.

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<sup>1</sup> Longstreth, Richard *Buildings of Main Street: A Guide to American Commercial Architecture*. Washington D.C.: National Trust for Historic Preservation, 1987.

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Inventory for the boundary increase to the Dallas Downtown Historic District, 1911-1958

Designations:

NR=National Register of Historic Places  
RTHL=Recorded Texas Historic Landmark  
D=City of Dallas Landmark  
SAL=State Archeological Landmark

Historic (Current) Building Name	Address	Date.	Building Type	Style	Architect	C/NC	Designation
Farmers Market Restaurant	1823 Cadiz St.	1945	One-Part Comm. Block (modified)	N/A	Unknown	NC	
Dallas Power and Light Transportation Center (Oncor Service Center)	1701 Canton St.	1953	Enframed Block	Modern / Mid-Century Modern	Harwood K. Smith & Partners	C	
N/A	1808 Canton St.	1935	One-Part Commercial Block	Commercial / Warehouse	Unknown	C	
(Vacant)	1820 Canton St.	1930	One-Part Commercial Block	Spanish Eclectic	Unknown	C	
Desco Tile (Idle Rich Bar)	1908 Canton St.	c. 1923	Two-Part Commercial Block	Venetian Gothic	Unknown	C	HWHD
N/A	400 Ervay, South	1920	Two-Part Commercial Block	Sullivan-esque	Unknown	C	
Hill Printing Co.	416 Ervay, South	1934	One-Part Commercial Block	N/A	Unknown	C	
St. Side Café	418 Ervay, South	1948	One-Part Commercial Block	Art Deco	Unknown	C	
Thomas Blueprint (Subways)	420 Ervay, South	1958	Enframed Window Wall (modified)	N/A	Unknown	NC	
Butler Building	500 Ervay, South	1911, 1916, 1952, 1970s	Three-Part Vertical Block (modified)	Romanesque Revival	Mauran, Russell and Crowe, St. Louis	NC	
Parking Garage (part of Butler Building)	500 Ervay, South	1956	Parking Garage	N/A	Unknown	n/a	
Robb and Rowley Theatres (Film distribution)	312 Harwood St. S.	c. 1920s	Two-Part Commercial Block	Art Moderne	Unknown	C	HWHD
First Presbyterian Church and Activities Building (at Wood St).	407 Harwood, St.	1913, 1928, 1989	Temple Front (Church)	Neo-Classical Rev.	C. D. Hill; Oglesby Group (1989)	C	HWHD, D
Herber Brothers Motion Pictures (Dog Day Care)	408 Harwood St. S.	c. 1930s	One-Part Commercial Block	Commercial	Unknown	C	HWHD

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Historic (Current) Building Name	Address	Date.	Building Type	Style	Architect	C/NC	Designation
Paramount Pictures (Film Distribution)	412 Harwood St. S.	c. 1930s	Two-Part Commercial Block	Chicago School	Unknown	C	HWHD
Sudie George Memorial Chapel (First Presbyterian Church)	417 Harwood St. S.	1948	Church	English Colonial	Fooshe & Cheek	n/a	HWHD
Scottish Rite Cathedral	500 Harwood, St.	1913	Temple Front (Church)	Neo-Classical Rev.	Hubbell and Greene	C	NR, HWHD
Masonic Temple	501 Harwood, St.	1941	Vault (w/ wings)	Art Moderne	Flint and Broad, Architects; Hal C. Dyer, Contractor	C	HWHD
Parking Garage	1810 Jackson St.	1971	Parking Garage	N/A	Unknown	NC	HWHD
Office Building (Ensearch Building)	1900 Jackson St.	1979	Three-Part Vertical Block (modified)	N/A	HKS + Partners (Tent)	NC	
Century Copy Co. (Vacant)	2008 Jackson St.	1946	Two-Part Commercial Block	Commercial / Warehouse	Unknown	N/C	HWHD
American Optical Center (Gateway Center)	1722 Marilla St.	1947	Central Block w/ wings	Modern Movement	Walter Ahlshlaager & Associates, New York	C	
Texas and Houston Central Railroad tracks	1770 Blk Marilla St.	c. 1911	N/A	N/A		C	
Warner Brothers Film Building	508 Park Avenue	1929	Two-Part Commercial Block	Zig Zag Moderne	Weiss, Dreyfous & Seiffert, New Orleans	C	HWHD
Dallas Power and Light Distribution Center (Oncor)	515 Park Avenue	1920, 1951, unknown	Enframed Window Wall (modified)	N/A	Unknown	NC	
N/A	806 St. Paul St.	1966	One-Part Commercial Block	Commercial / Warehouse	Unknown	NC	
Office Building (Ensearch)	1815 Wood St.	1966	Two-Part Vertical	Commercial / Office	Unknown	NC	
Office Building (First Presbyterian Church)	1818 Wood St.	c. 1950s	Two-Part Commercial Block	Modern Movement	Unknown	C	
Amelias B&B	1775 Young St.	1924	Two-Part Commercial Block	Commercial	Unknown	C	
TXU Service Center (Oncor)	1808 Young St.	1945	N/A	Mid Century Modern	Unknown	C	
Parking Garage & Office (First Presbyterian Church)	1812 Young St.	c. 1950s	Enframed Window Wall	N/A	Unknown	N/C	

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Historic (Current) Building Name	Address	Date.	Building Type	Style	Architect	C/NC	Designation
			(modified)				
Otis Elevator Building (Presbyterian Church off).	1822 Young St.	1922	Two-Part Commercial 1 Block	Italianate Revival	Unknown	C	
Vacant	1900 Young St.	1955	N/A	Mid-Century Modern	Unknown	C	HWHD
First Presbyterian Church Parking Garage	1903 Young St.	1954	Parking Garage	N/A	Unknown	NC	
United Artists Film Exchange (Fast Action Bail Bonds)	1910 Young St.	c. 1925	One-Part Commercial 1 Block	Commercial	Unknown	C	HWHD
Dallas Scottish Rite	2011 Young St.	1955	Two-Part Commercial 1 Block (modified)	N/A	Unknown	NC	
Unknown	2017 Young St.	1948	2-Part Commercial 1 Block	Commercial / Warehouse	Unknown	C	

**8. STATEMENT OF SIGNIFICANCE**

**APPLICABLE NATIONAL REGISTER CRITERIA**

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

**CRITERIA CONSIDERATIONS:** N/A

**AREAS OF SIGNIFICANCE:** Commerce, Architecture

**PERIOD OF SIGNIFICANCE:** 1911-1958

**SIGNIFICANT DATES:** 1911

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** Ahlschlager, Walter; Flint and Broad, Fooshe and Cheek, Hubble and Greene; Hill, Charles, D.; Mauran, Russell and Crowe; Harwood K. Smith and Partners, Weiss, Dreyfous and Seiffert.

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-8 through 8-28)

**9. MAJOR BIBLIOGRAPHIC REFERENCES**

**BIBLIOGRAPHY** (see continuation sheets 9-29 through 9-30).

**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

**PRIMARY LOCATION OF ADDITIONAL DATA:**

- State historic preservation office (*Texas Historical Commission*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: (*Dallas Public Library*)

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## STATEMENT OF SIGNIFICANCE

The expansion of the Dallas Downtown Historic District (NRHP 2006) includes an area south of the district, roughly bounded by Jackson Street on the north, Harwood Street on the east, Canton Street on the south and S. Ervay Street on the west. This area shares the history and themes represented in the original nomination, and includes many significant buildings that represent the economic and social growth of Dallas from the early 1900s into the 1950s. The neighborhood initially developed residentially around the 1880s, but soon thereafter, encroachment from downtown and the West End industrial district transformed the area south of downtown into a commercial/industrial zone. The growth of downtown was not hindered by the small African American neighborhood located along Jackson and Marilla Streets, nor was it hindered by the exclusive houses of the Cedars neighborhood. The changes experienced by this neighborhood reflect the development of downtown Dallas, and the companies and industries that located in this area represent economic segments that were important to the growth of the city as a whole. The Dallas Downtown Historic District (Boundary Increase) is nominated under Criterion A in the area of Commerce at a local level of significance, as it contains buildings that relate to the diverse and changing economic base of the city. It is also nominated under Criterion C in the area of Architecture at a local level of significance, as it contains several significant historic buildings reflecting the work of master architects as well as numerous smaller, modern commercial and industrial buildings of the 1940s and mid 1950s, executed in a variety of styles. This proposed expansion includes several architecturally significant buildings including the Scottish Rite Cathedral, the First Presbyterian Church, Warner Brothers (508 Park), American Optical Center and the Desco and Son Tile building.

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### Early Growth in the Area

As detailed in the Dallas Downtown Historic District nomination, Dallas did not experience successful economic growth and expansion until the arrival of the railroads, beginning in the 1870s. The Houston and Texas Central Railroad tracks ran north and south (along the current location of Central Expressway a block-and-a-half to the east of the boundary increase) with a railroad switch across downtown on Marilla Street<sup>2</sup> providing an opportunity for future commercial growth in this area of downtown; a portion of this railroad switch remains in place within the boundary increase. The MK&T Railroad was on the west side of downtown and crossed the northern edge of downtown on what is now Pacific Street. The downtown was centered on the courthouse at this time but began to grow along the railroad lines expanding eastward.

Part of the nominated area, south of Marilla extending along Ervay, was considered "the Cedars," an early upper-class residential area in Dallas, but other sections were racially diverse. The residences ranged from small shotgun shacks to larger, rather impressive houses with several sheds and servants quarters. One such house was that of Alexander Sanger, located at the northwest corner of Canton and Harwood. Sanger was one of Dallas' more prominent citizens; he and his brothers established Sanger Brothers Dry Goods and Department Store and he was involved in many civic endeavors and organizations.<sup>3</sup> Judge George Aldredge lived just south of Sanger at 315 Ervay (southwest corner of Ervay and Corsicana). The area around the H&TC switch at Jackson Street had several African-American owned businesses, including Dr. J.W. Anderson, the T.S. Scott Restaurant, Lowery and Son Grocery, and C. Harry Miller Grocery. There

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<sup>2</sup> Sanborn Fire Insurance Maps, Dallas 1888, Volume 1, page 24.

<sup>3</sup> McDonald, p.108.

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were several African Americans living on Jackson Street.<sup>4</sup> Marilla Street also had several African Americans living there as well as two restaurants.<sup>5</sup> Also in this area was the St. James African Methodist Episcopal Church on Young Street between Veal (Park) and Ervay.<sup>6</sup> This area represented the prevalent development patterns for African Americans; located on the west side of the H&TC north/south tracks and along their switch, this land was less desirable for residential growth than other downtown areas to the south. Although physically separated today by US 75, this area was once an extension of Deep Ellum, an African-American neighborhood due east of downtown.

In the 1880s, the Dallas Turnverein Hall at the corner of Harwood and Young Streets housed a German and Swiss singing society.<sup>7</sup> Located directly behind this building were "Negro Shanties" as listed on the Sanborn Fire Insurance Map; these smaller homes for African Americans existed at this area until the 1920s and 1930s.<sup>8</sup> This was literally a block east of St. James A.M.E. Church. Just north of the A.M.E. Church was the Presbyterian Church located on Wood Street between Harwood and Ervay. There were also two public schools in the area, one at Harwood and Jackson and the other at Harwood and Cabell.<sup>9</sup>

Development in this area continued through the 1880s and 1890s with a subtle shift occurring from residential towards commercial. Those streets closest to the major downtown streets of Commerce and Main were subjected to residual development pressures as the smaller buildings along Commerce and Main were replaced with larger buildings, as evidenced by Jackson Street between Ervay and Harwood Streets transition to commercial uses. On the south side of Jackson facing Ervay were small commercial buildings; and facing Jackson was a large livery stable with a house adjacent then the Black and Tan Club (an Irish club), a couple of houses, YMCA (formerly Dallas Athletic Association), and more houses. Wood and Young Streets between Ervay and Harwood remained primarily residential in nature. There were a few commercial structures including Dallas Transfer and Car Company, the Second Presbyterian Church, St. James A.M.E. Church and St. Mathews Episcopal Church at Ervay and Canton. Small stores were located on the busier streets of Ervay and Harwood.<sup>10</sup>

## Post Railroad Development, 1900-1920

As the core of downtown Dallas moved eastward and south, the shift from residential to commercial became more pronounced. By 1905, this shift was evident as the core of downtown developed and expanded south and east, and more commercial enterprises moved in, extending south to Wood Street. The 1905 Sanborn Fire Insurance Map shows the Oriental Steam Laundry as "being built, exterior constructed".<sup>11</sup> Next to the laundry there is a car and transfer building noted as the Dallas T&C Company Stables,<sup>12</sup> and a building slated "to be bottling works".<sup>13</sup> The bottling works is identified in the City Directory as Coca-Cola.<sup>14</sup> On the north side of Jackson at Prather there was a large livery stable and

<sup>4</sup> Worleys, *Dallas City Directory*. 1905 p.60.

<sup>5</sup> *Ibid.*, p. 78.

<sup>6</sup> Sanborn Fire Insurance Maps, 1888, Vol. 1, p.24.

<sup>7</sup> Dallas Morning News. *Dallas Turnverein*. September 25, 1887, p.4.

<sup>8</sup> Sanborn Fire Insurance Maps, 1888, Vol. 1, p.24.

<sup>9</sup> Sanborn Fire Insurance Maps, 1888, Vol. 1, p.24.

<sup>10</sup> Sanborn Fire Insurance Maps, 1899, vol. 1, pp. 18, 23.

<sup>11</sup> Sanborn Fire Insurance Maps, 1905, Vol.2, p.108.

<sup>12</sup> Worleys *.Dallas City Directory*. 1905, p.112.

<sup>13</sup> Sanborn Fire Insurance Maps, 1905, Vol.2, p.108

<sup>14</sup> Worleys *.Dallas City Directory*. 1905, p.112.

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a few doors down, a building that housed a wagon and print shop.<sup>15</sup> Later, printing shops would become a prominent business type in the area. Dr Anderson, the African American physician and surgeon, was still located on Jackson Street, near the YMCA in a small African American enclave.<sup>16</sup> St. James A.M.E. Church, on Young Street, had its parsonage on Cochran in the State-Thomas neighborhood.<sup>17</sup> Harwood, Jackson Wood and Ervay Streets were becoming more commercial while Marilla, Veal (now Park) and Canton were predominately residential. The residential remained decidedly mixed; this area still had prominent citizens living in the vicinity including Alex Sanger, businessman William Cabell, Judge George Aldredge and Louis Blaylock.

**Growth of Economic Sectors in the Area, 1920-1958**

During the 1920s through World War II, the area continued its transition from residential to commercial. By the end of this time, the once-elegant Cedars area was no longer home to Dallas' more prominent citizens. Many of the homes had been divided up for boarding houses or demolished to make way for new development in downtown. This area of the boundary increase developed distinct market segments of the economy: automobile, printing, film exchange and related services, and small manufacturers. The African American enclave still remained centered around the 1700 to 1900 blocks of Jackson and Marilla Streets but many of the community's businesses, churches and entertainment entities were moving to Deep Ellum, which was becoming a regional center of jazz and blues music.<sup>18</sup> The congregation of the African American neighborhood church, St. James A.M.E. located at 1729-29 Young Street was one of the first to leave this area and move to Deep Ellum.<sup>19</sup>

Although no longer extant it is important to note the Dallas Labor Temple was located in the proposed expansion of the district at the north side of Young Street (1727-29), across the street from the Butler Building. Constructed in 1916, it replaced the former St. James A.M.E. church when the congregation moved their church to a new building in Deep Ellum. The Labor Temple housed almost 30 trade union headquarters; it was demolished in the 1970s and the site is currently a parking lot. The structure was designed by noted Dallas architects Lang and Witchell and constructed by Hughes and O'Rourke Company.<sup>20</sup> The firm of Lang and Witchell operated in Dallas from 1905 to 1938.<sup>21</sup> Their prolific commercial career left an enduring visual effect on the downtown skyline.<sup>22</sup> The building served as a site for the A.F.L. meetings during the 1930s when there were labor struggles.<sup>23</sup>

*Automobile Row and related businesses*

The growth of the auto associated businesses in downtown was due in part to the popularization of the automobile. This began in 1908 with introduction of Henry Ford's universal car, the Model T in 1908. In 1906, *Nation* magazine declared that "as soon as a standard cheap car can be produced, of a simple type that does not require mechanical aptitude in the

<sup>15</sup> Sanborn Fire Insurance Maps, 1905, Vol.2, p.108

<sup>16</sup> Worleys. *Dallas City Directory*. 1905, p.60.

<sup>17</sup> Dallas Morning News. *Negro Bishop Preaches*. October 5, 1905, p.4.

<sup>18</sup> Taylor, Larry Crossroads – Roots Music in Dallas, 1920-1942 Legacies, Fall 2004, pp 12-23.

<sup>19</sup> Sanborn Fire Insurance Map, 1921 Uncorrected, Vol. 1, p.60.

<sup>20</sup> Dallas Morning News. *Dallas Labor Temple Are Adopted*. March 8, 1915, Sec. 1, p.9.

<sup>21</sup> Quimby, Marcel *Lang and Witchell – Shaping the Dallas Skyline*, Legacies, Fall 1997, p13-20.

<sup>22</sup> McDonald, p.92.

<sup>23</sup> Dallas Morning News. *Once Bustling Labor Temple on Skids*. September 17, 1972. Clipping File.

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operator and can be run inexpensively, there will be no limit to the automobile market.”<sup>24</sup> With the introduction of the Model T, cars became more common for middle-class families. In 1914 Ford opened a plant in Dallas and became a major employer. Other car manufacturers also provided jobs in the local economy.<sup>25</sup> A Dallas Spirit article proclaimed “Dallas Automobile Market Covers the Southwest!” The article went on to state that in Texas (1914) there was one car to every 73 people, and that 37% of all autos in Texas were owned within 100 miles of Dallas.<sup>26</sup> The development of automobile row along Commerce Street occurred in the early 1900s. These auto dealers included Ford, Overland, Winston, Columbia, Studebaker dealer and others.<sup>27</sup> In the early 1920s, there were 45 automobile associated businesses on Commerce Street including companies selling gasoline and oil, rubber tires, automobile tops and repair shops; additional services such as repair garages and parts stores were located on adjacent streets.<sup>28</sup> Although the dealerships began to move out of central Dallas, automobile-related businesses and parking facilities remained in this area well into the 1950s.<sup>29</sup> This included seven garages; a combination garage and stable, Red Cap Battery, two gas stations, one livery, one black smith and two smaller auto repair businesses. The Coca-Cola Bottling Works on Wood Street was replaced with a garage.<sup>30</sup>

*Film Distribution*

As movies gained popularity as a form of entertainment, movie theaters proliferated around the country, and the film industry recognized the need to set up a distribution network in regional centers. In these cities, buildings were constructed or converted to accommodate film exchanges, headquarters for theater chains, and other film related businesses.<sup>31</sup> Because theaters showed several movies a week, a theater could typically book 300 films a year. The distribution of each film had to be negotiated for each time it was booked into theaters. Theater owners came into town to order films, supplies and equipment for the whole year. On the other side, film exchange agents went out across the state to promote and book their films. The market territory for Film Row was Texas, and part of New Mexico and Oklahoma. The major markets in Texas were Dallas, Fort Worth, Houston and San Antonio.<sup>32</sup>

Motion picture distribution developed as a business in Dallas, and the area around South Harwood, Park and Wood streets was known as “Film Row,” with businesses such as Paramount Exchange, RKO Distribution, Pathe Exchange, and Warner Brothers and Robb and Rowley Theaters.<sup>33</sup> Other associated businesses were also in the area including Allied Theater, Vitagraph Incorporated and Lancaster Printing that printed theater programs, four providers of theatrical equipment and supplies, four firms that sold theater seating and companies that sold popcorn and confectionary merchandise.<sup>34</sup> Film Row Auto Park and Film Exchange Café were also located in the area, providing services to those who worked in the film industry. All of these businesses provided hundreds of jobs in the local economy. Several of the

<sup>24</sup> Singleton, Kate. *City of Dallas Designation Report Ford Assembly Plant/Adams Hat*, September 1996.

<sup>25</sup> Ibid.

<sup>26</sup> Dallas Spirit. *Dallas Automobile Market Covers the Southwest*. January 1914, Vol. 2, No. 1, pp.1-3.

<sup>27</sup> Quimby, Marcel *National Register Nomination Purvin-Hexter Building, 2005*.

<sup>28</sup> Quimby, Marcel *National Register Nomination Purvin-Hexter Building, 2005*.

<sup>29</sup> Worleys. *Dallas City Directory*. 1955 Street Index.

<sup>30</sup> Ibid.

<sup>31</sup> Ibid.

<sup>32</sup> Rucker, p.24.

<sup>33</sup> Sanborn Fire Insurance Maps, 1921 Corrected to 1952, Vol. 1, p. 15.; Rucker, Harry. *Film Row: From Vaudeville to VCR..*

Legacies, Vol. 10, No. 1, Spring, 1998, pp.21-27.

<sup>34</sup> Rucker, p.23.; Worleys. *Dallas City Directory*. 1934-35, pp.1766, 1785,1868, 1954.

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buildings related to the film industry in Dallas are extant, with the Warner Brothers Film Exchange as the most architecturally significant. The other extant buildings include 412 S. Harwood (Paramount), 1910 Young and 312-314 S. Harwood (Robb and Rowley Theaters).

This industry continued as a major commercial force in Dallas throughout the 1950s. Dallas magazine<sup>35</sup> noted that Dallas ranked as the nation's top film center in the number of theatres served (1600), and the number of film shipments made from any one point, and that Dallas also moved more films to drive-in movie theatres than any other distributing center in the industry – 400 throughout the Southwest and 16 in Dallas (with capacity for 8,700 automobiles). The article further noted that there were 17 theatre companies with headquarters and offices in Dallas and approximately 10,000 people were employed by the film industry in the Dallas area. Estimated annual income by persons employed in Dallas' 'Film Row' was estimated at \$35 million.

### *Printing*

Another industry that became prominent in this area was publishing and printing. The Advocate, an early newspaper that shared a building with a printing company<sup>36</sup> was the first printing shop in the area (as shown on the 1899 Sanborn Map) was located on Jackson Street on the west side of S. Ervay. The 1905 Sanborn Map shows a two story building on Jackson Street that housed a wagon shop downstairs and upstairs was the print shop.<sup>37</sup> This may be Louis Blaylock's print shop although the address does not match that of the City Directory.<sup>38</sup> By 1911, Blaylock's publishing company was located at 1814-1816 Jackson and encompassed Blaylock Publishing, Texas Christian Advocate, Ginner and Miller Publishing, Irwin Printing and Johnson Printing.<sup>39</sup> By 1920, Blaylock's building housed Texas Christian Advocate, Texas Freemason, Franklin Press, Parr Photo, Blaylock Publishing, and Queen City Ink. Next door at 1806-1810 Jackson was Johnson Printing and Advertising Company.<sup>40</sup> Shaw-Powell Typesetting Company was located at 1717 Wood Street.<sup>41</sup> By the mid-1930's there were more printers and publishers in the area. Hill Printing was located at 408 South Ervay (extant); there were two printers located on Jackson Street including the Blaylock Building that housed printers and publishers; Gordon Printing was on St. Paul, and three printers were located on Wood Street.<sup>42</sup> Sanborn Fire Insurance Maps and City Directories indicate that the printing and publishing businesses stayed in this area well into the 1950s. Hill Printing remained in the area until the 1990s; while several printers remain in the downtown, none remain within the limits of the boundary increase.

<sup>35</sup> Peyton, Ernest M. 'Dallas Film Industry', Dallas magazine, June 1951, pp8-13

<sup>36</sup> Sanborn Fire Insurance Maps, 1899, v. 1, p. 17.

<sup>37</sup> Sanborn Fire Insurance Maps, 1905 Vol. 2, p.108.

<sup>38</sup> Worleys. *Dallas City Directory*. 1905, p.60.

<sup>39</sup> Worleys. *Dallas City Directory*. 1911, p.83.

<sup>40</sup> Worleys. *Dallas City Directory*. 1920, p.1515.

<sup>41</sup> Ibid, p. 1603.

<sup>42</sup> Ibid, pp.1726, 1784, 1902, 1954.

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## *Other Industries*

Other commercial businesses located in this area that were not part of the film, automobile or printing/publishing sectors. Otis Elevator Company had previously occupied a building of S. Akard before deciding to construct a new facility.<sup>43</sup> They moved into the building located at 1822 Young Street in January 1922.<sup>44</sup> The building cost \$75,000 to construct. Dallas Power and Light maintained facilities in this area starting in 1919 with facilities located at 1517 Jackson in 1920.<sup>45</sup> The Reclamation Division of DP&L was located at 514-522 St. Paul and the Distribution Department at 515-523 Park in 1925.<sup>46</sup> This configuration gave DP&L approximately one half block (Block 110) in the area. They also owned a small sliver of land between Evergreen and St. Paul facing onto Marilla; which was used as the material yard. The structure at 515 Park Avenue was constructed in 1920 with numerous expansions made since then; the rest of the area around the building was used for materials, carpenter's shop and a transformer test house.<sup>47</sup>

## **Period of Significance 1911-1958**

The period of significance for the boundary increase reflects the 1958 end date of the Downtown Dallas National Historic District, while 1911 reflects the date of the oldest building (the Butler Building) in the area. As with the Downtown Dallas Historic District, 1958 represents the full extent of the post-World War II building boom. There are several buildings representing mid-century modern design and they continue to reflect various aspects of the postwar modernist movement found in small and medium buildings built in the early 1950s.

The boundary increase includes commercial and industrial resources that supported the nearby commercial development of a growing central business district as well as the inclusion of many of the significant early twentieth century religious and fraternal organizations in downtown Dallas. These additional resources provide a more inclusive representation of the historic buildings that comprise Dallas' downtown including Classical Revival, Venetian Gothic, Art Deco, Zig Zag Art Moderne, and Mid-century modern architectural styles.

These additional buildings represent those historic supporting uses that typically accompanied a larger commercial downtown – public utility buildings (Dallas Power and Light automotive services, distribution and warehouses) as well as buildings that reflect the earlier industries such as film distribution (Paramount, Robb & Rowley, Warner Brothers, and United Artists), printing (Hill Printers), religious and fraternal organizations (First Presbyterian, Scottish Rite and the Masonic Temple), manufacturing (American Optical) and retail and warehouse uses (Butler Buildings and Desco Tile). These resources reflect excellent examples of period and modern design applied to a variety of buildings from high-style religious buildings to smaller industrial and service buildings dating from the 1920s to the 1950s; this range of building size and types is typical of similar 'fringe' areas to central business districts in American cities in the early 20<sup>th</sup> century.

This expansion to the Dallas Downtown Historic District is nominated under Criterion A in the area of Commerce at the local level of significance, as it contains buildings that relate to the diverse and changing economic base of the city and is also nominated under Criterion C in the area of Architecture at the local level of significance, as it contains several

<sup>43</sup> Dallas Morning News. *Otis Company to Erect Building*. August 8, 1922, Sec. 2, p.9.

<sup>44</sup> Dallas Morning News. *Otis Elevator Company to Occupy New Building*. December 8, 1922, Sec. 2, p.13.

<sup>45</sup> Worleys. *Dallas City Directory*. 1920, p.1515.

<sup>46</sup> Worleys. *Dallas City Directory*. 1925, pp.2114, 2037

<sup>47</sup> Sanborn Fire Insurance Maps. 1921, corrected to 1952, Vo. 1, P. 60.

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significant historic buildings reflecting the work of master architects as well as numerous smaller modern commercial and industrial buildings of the mid-1950s.

**REPRESENTATIVE CONTRIBUTING BUILDINGS****First Presbyterian Church (1913)**

407 South Harwood

Photo 8

This church is the fourth building for this congregation; the site was purchased in 1910, and has a compelling location at the corner of South Harwood and Wood Streets. An Activities Building, located at the west side of the church was added in 1928 to accommodate the growing congregation; this addition utilized the same exterior materials and although it is a simple building form, respects the original church and matches the height and roof detailing of the church. In 1948 a small, country-style chapel was added at the site (Sudie George Chapel); this was physically connected to the church building with a glass entry in 1989, designed by Oglesby Architects. A large parking garage was constructed at the site in 1954. The physical complex of the church has expanded with the purchase of the adjacent 2-story office building at 1818 Wood Street; a linear link to this recent addition (early 2000s) provides a connection between the church, the activities building and 1818 Wood Street as well as provides a much needed vehicular drop-off facility for the school and provides a new 'front' façade for the rear of these buildings and the parking lot.

Architect C. D. Hill, a prominent Dallas architect developed a refined Neo-Classical design with pedimented entry porticos that faced both Harwood and Wood Streets; this is one of a few buildings remaining in Dallas from the early decades of the 20<sup>th</sup> century that successfully incorporated entries of equal prominence on two façades. Clad in limestone with its original windows, the building is topped with a green tile dome that retains its original stained glass interior dome. Each portico is supported by four limestone Corinthian columns, and Biblical references are included in the detailing including 'God is Love' inscribed in the architrave over the doors at the Harwood Street elevation, and stone carvings of an open bible and wreaths. The stained glass dome is the best preserved dome in Dallas and is a remarkable design. It and the stained glass windows were by local artist Roger McIntosh; he was the premier glass craftsman in Texas at the time.

In 1948, the Sudie George Chapel was constructed next to the church as a memorial to Mrs. Sudie George, a long-time and active member of the church; Mrs. George was also active in Dallas philanthropic causes and civic affairs. The Chapel, designed by Foshee and Cheek, is used for weddings, funerals, church meetings and Sunday school classes.<sup>48</sup> Foshee and Cheek, well-known Dallas architects (formed in 1918) are best known for their design of Highland Park Village (NL). Marion Foshee and James Cheek The firm was part of the Centennial architects and worked on the Aquarium<sup>49</sup>, the United States Federal Government Building and Hall of State. They also designed the WFAA-TV transmitter tower, the John B. Hood Junior High School, the Doctors Building at Gaston and Adair Streets, Parkway Hotel, and numerous homes in Highland Park. Marion Foshee also designed St. Michaels and All Angels Episcopal

<sup>48</sup> Dallas Morning News. *New Chapel Given Church As Memorial to Mother*. April 6, 1947, Sec. 1, p. 18.

<sup>49</sup> Dallas Morning News. *Architects Get Assignments on Centennial Jobs*. August 3, 1935, Sec. 2, p.8.

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Church, a church he helped to organize.<sup>50</sup> James Cheek is credited with artist Frank Reaugh's El Sibil Studio (RTHL; destroyed by fire in the 1980s).<sup>51</sup>

The First Presbyterian Church was started in 1856 by Reverend Hamilton Byers, who was the minister for churches in Rush and Henderson. However, with no permanent minister, the congregation dwindled to a few members. In 1868, Reverend Samuel King of Waco came to Dallas and reorganized the church with twelve members. The church attracted new members, many of whom were prominent early Dallas citizens including: Charles Bolanz of Murphy and Bolanz Land and Loan Company; Dr. George Ewell, real estate developer, John C. Greer, city alderman; Captain John C. McCoy, lawyer; J.E. Henderson owner of the Dallas Southeastern Pacific Railroad Company; Mayor and Mrs. John Brown, and William Caruth.

In 1910, Dr. William Anderson, a popular pastor who had previously left this church, was asked to return to Dallas as pastor of the church. Dr. Anderson agreed with the condition that a new church be constructed and upon his return, plans were begun for the new church. By 1913 the new church building had been completed. The beautiful stained glass windows were designed by Roger McIntosh, considered one of the premier glass craftsmen in the Southwest. McIntosh's works include many churches and homes across Texas.

Architect **Charles D. Hill** was born in 1873 in Edwardsville, Illinois and trained as an architect at Valparaiso University in Valparaiso, Indiana and the Chicago Art Institute. Hill returned to Edwardsville and practiced architecture there from 1893 to 1903. He came to Fort Worth, Texas in 1903 as general superintendent for the prominent firm of Sanguinet and Staats and in 1905, he moved to Dallas and established Sanguinet, Staats and Hill Architects. In 1907, Hill formed his own firm with D.F. Coburn and H.D. Smith. The firm of C.D. Hill and Company quickly rose to prominence in Dallas. Some of Hill's other buildings include Dallas City Hall (with Mauran, Russell and Crowell) (NR), Oak Lawn Methodist Church (NR), the second Dallas Country Club, Perkins Dry Goods, East Dallas Christian Church, Rodgers-Meyers Furniture Company Building, Munger Place Methodist Church, the Wilson Building (NR), Hyer Hall at Southern Methodist University, Melrose Court Hotel (NR), and several of the buildings at Austin College in Sherman, Texas. His firm also had a residential practice and designed homes for Roy Munger, Fred Schoellkopf, H.L. Edwards and W.D. Felder.<sup>52</sup> Hill's own home is a starkly modern design in the Munger Place National Register Historic District.

## **Scottish Rite Temple (1913, NRHP 1980)**

500 S. Harwood  
Photo 7 (far right)

Scottish Rite Freemasonry in Dallas was established with a permanent charter of the Lodge of Perfection granted on October 20, 1897. Prior to building the Temple at Harwood and Canton, the Dallas Scottish Rite bodies met at the Stafford Building located at 1704 Elm and at the Sullivan Building located at 219 Commerce Street. Reunions and degree conferrals were held at the Turnverien or Turner Hall located at Canton and Harwood Streets across from the future site of the Temple.

<sup>50</sup> Dallas Morning News. *Marion F. Foshee, Architect, Succumbs*. January 5, 1956, Sec. 1, p.11.

<sup>51</sup> Dallas Morning News. *El Sibil to be Dedicated*. November 7, 1976, Sec. A, p.6.

<sup>52</sup> Dallas Morning News. *C.D. Hill of Dallas Dies*. January 4, 1926, Sec.2, p.7.

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In February of 1902, at a meeting of the Dallas Lodge of Perfection, Sam P. Cochran and a committee of four members were appointed to find a permanent home for the Masons. Property was purchased for the temple in 1905<sup>53</sup> and construction was begun in 1906.<sup>54</sup> Hubbell and Greene Architects designed this impressive Beaux Arts monument for the Masonic organization; Herbert M. Greene was a mason and member of the Temple.<sup>55</sup> The building was completed in April of 1913. The dedication of the building in April 1913 was an important event that drew Scottish Rite Masons from all over the country as well as many interested Dallas citizens. James D. Richardson, Sovereign Grand Commander of All Masons, attended the dedication along with other Masonic dignitaries.

Sam P. Cochran led one of the largest general insurance agencies in the Southwest, Trezevant and Cochran, with headquarters in Dallas.<sup>56</sup> In 1916, the insurance company's premiums exceeded \$2,000,000. In addition to being director of many of Dallas's largest businesses, Cochran was one of the most prominent Masons in Texas. He received many honors and held the highest official positions in Texas Masonry. He served as chairman of the Board of Trustees for the Shrine's Crippled Children's Hospitals (fifteen in the U.S. and Canada) from 1901 to 1934; president of the Scottish Rite Crippled Children's Hospital in Dallas; president of the Scottish Rite Educational Association of Texas which built the Masonic Girls Dormitory at the University of Texas in Austin; a Regent for the University of Texas and member of the Dallas Park Board.<sup>57</sup>

Other prominent Dallasites who were Scottish Rite Masons include E.M. Kahn, Alexander Sanger, Lewis Blaylock, Joseph Linz, Albert Linz, Ben Linz, Simon Linz, George B. Dealey, Royal Ferris and Herbert M. Greene. E.M. Kahn, the Linz brothers and Alex Sanger were some of the Merchant Princes of Dallas with their dry good, jewelry and department stores. Kahn also was a real estate developer who had E.M. Kahn's Addition in South Dallas. The Linz brothers were jewelers who hired architect H.A. Overbeck to design their flagship Dallas store.<sup>58</sup> George Dealey was instrumental in establishing of the Dallas Morning News and became its first business manager and later owner and publisher.<sup>59</sup> Royal Ferris was a banker, a businessman who owned one of the many streetcar companies and a real estate developer.

Herbert M. Greene was the senior partner in the architectural firm of Hubbell and Greene, later Greene and LaRoche, then Greene, LaRoche and Dahl. Greene's firms designed many of the significant buildings and homes in Dallas. He was born in Huntington, Pennsylvania and received his architectural degree from the University of Illinois. In 1897, he moved to Dallas and began his practice; he was one of the first architects in the South to be a member of the American Institute of Architects. He was a Mason and a member of the Rotary Club. Greene designed the Scottish Rite Temples in Dallas, Austin, San Antonio and Joplin, Missouri; the City National Bank Building, the First Church of the Christ, Scientist, the Belo Mansion on Ross Avenue, Parkland Hospital (old), and several buildings at the University of Texas in Austin.<sup>60</sup>

<sup>53</sup> Dallas Morning News. *New Masonic Temple*. April 4, 1905, p.18.

<sup>54</sup> Dallas Morning News. *Breaking Ground for Scottish Rite Temple*. April 22, 1906, p.8.

<sup>55</sup> Dallas Morning News. *The Proposed Scottish Rite Cathedral Soon to be Erected in Dallas*. September 3, 1905, p.5.

<sup>56</sup> Holmes, Maxine and Saxon, Gerald. *WPA Dallas Guide and History*. Denton, Texas: University of North Texas Press, 1992, p.167.

<sup>57</sup> Singleton, Kate. *City of Dallas Designation Report Scottish Rite Temple*. 1979.

<sup>58</sup> McDonald, p.76.

<sup>59</sup> Holmes, Maxine and Saxon, Gerald. p.262.

<sup>60</sup> Singleton, Kate. Research file on the Scottish Rite Temple, personal collection.

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1908 Canton Street

Photo 10

The Desco Tile building at 1908-1910 Canton Street was constructed in 1920. The Desco Tile Company had been in business since 1907 but was not located in this area. The Desco family had come from Trieste, Italy and settled in Vermont where the elder Desco worked for a marble company. The family decided to move to California and while stopping in Dallas, decided to stay and open J. Desco and Son. John N. Desco took over the company in 1920 and built the Desco Building. The company was responsible for the marble on many buildings in Dallas including the Dallas Morning News Building, the Praetorian Building, Baylor Hospital, Mercantile Bank, Gibraltar Life, the Baker Hotel and the Palace and Majestic Theaters.<sup>61</sup> In 1942, the Idle Rich Bar moved into the street level space and remained there as a legend until the 1980s.

This small colorful example of Venetian Gothic architecture was built in the early 1920s by John Desco, as the offices and retail store of J. Desco and Son, a tile, marble, and terrazzo company established in 1907. This building was constructed as a showplace for the workmanship of Mr. Desco and his son to illustrate the various materials and colors they were capable of. Throughout the building's interior and exterior the architectural appointments are of decorative tile and terrazzo. The second story was the tile showroom and is now occupied by an architectural firm. In 1942, the Idle Rich Bar was established on the street level, and remained there as a legend until the late 1980s.

The Venetian Gothic style of architecture combines the use of the Gothic lancet arch with Byzantine and Arab influences. This style originated in 14<sup>th</sup> century Venice where styles from Constantinople intermingled with Moorish features from Spain. The style was revived during the 19<sup>th</sup> century as a result of architectural critic John Ruskin and his treatise, *The Stones of Venice*. Though several examples of this style exist along the eastern seaboard, very few buildings of this type were constructed in North Texas. The Desco Tile Building is a two story structure on a concrete beam foundation and masonry wall construction. The front façade, which faces north, contains large shop windows on the first floor each decorated by six cast stone, gothic arches above. The second floor contains more detailing with green tile laid out in a diagonal grid. The design is only interrupted by three sets of double arched windows which are ornamented with stone pilasters and cast iron grillwork. While the front façade has been clad with yellow tile, the rest of the structure has been left with exposed brick masonry. The roof is flat with a parapet wall which is accompanied by projected shed roof clad with terra cotta roofing tiles.

**Warner Brothers Building (1929)**

1508 Park Avenue

Photo 5

This remarkable building at 508 Park Avenue was constructed by Warner Brothers in 1929 as a regional distribution center for their films; it was one of many such 'film exchange' buildings in the area. Brunswick Records leased space for their regional distribution center for their records. A variety of businesses have occupied the building over the years including a rubber test facility, and services dispatch. Now vacant, the building retains its architectural character and is considered one of the best examples of the Zig Zag Moderne style in Dallas. Designed by New Orleans architects Weiss, Dreyfous and Seifert in the Zigzag Moderne style, this building is the only historic film distribution property in Dallas that

<sup>61</sup> Dallas Morning News. *Final Rites Planned for J.N. Desco*. January 3, 1954, Sec. 3, p.10.

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reflects the opulence of the film industry in its design. In addition to being architecturally significant, the Warner Brothers Film Exchange is significant for its association with musician Robert Johnson, who held his final recording sessions in the building in June 1937.

The building of tan brick has a black granite entry surround with cast stone ornamentation above. This entry element has strong vertical lines and extends above the adjacent bulk of the building. At the main 3-story mass of the building, articulated vertical columns create a three-dimensional relief to the façade and are capped with cast stone parapet caps. The original metal 1/1 windows remain at the front façade. The base of the building was cast stone cladding remains although the original window openings have been filled in with stone; it is not known if the original windows remain behind this or not. The rear and side facades are red common brick.

508 Park Avenue is one of the finest examples of Zigzag Moderne style in Dallas and reflects many of the typical characteristics of this style: strong vertical emphasis, stepped-back or faceted vertical planes, cast stone decorative cornice (with a stylized broad-leafed abstracted plants), and Art Deco accents. Art Deco, a decorative style stimulated by the Paris Exposition Internationale des Arts Decoratifs et Industrielles Modernes in 1925, featured vertical massing, and surface ornamentation of angular geometric forms such as zigzags, chevrons, and stylized floral motifs. This style was embraced in America, as it was truly 'modern' and renounced revival styles and applied ornamentation; it was widely used in skyscrapers in the late 1920's and 1930's throughout the United States. The related Zigzag Moderne style incorporates classically inspired ornamentation and some vertical Gothic influence and is the most decorative of the three modes. This mode is characterized by a strong vertical emphasis, sharp angular or zigzag surface forms and ornaments, and combines contrasting materials such as light colored stone or terra cotta with darker marbles and granites, often used with extensive use of metals in decorative applications. A unique aspect of this mode is the serrated or faceted building form, with setbacks of different vertical planes of the building, often with prominent, ornamented building entrances. Ornamentation was often incorporated into the building materials, with cast or cut stone reflecting shapes, stylized animal or floral designs; these were often combined with geometric shapes such as circles, linear motifs and the ever-popular zigzag.

### *Robert Johnson and the Warner Brothers Building*

In addition to being architecturally significant, this building is significant for its association with Robert Johnson. Johnson (1911-1938), one of the most famous Delta Blues musicians and is considered the first modern bluesman, linking the country blues of the Mississippi Delta with the city blues of the post-World War II era.<sup>62</sup> In June 1937, Johnson held his second and last recording session in Brunswick Records recording studio in this building. Robert Johnson's music has a strong following today, and those songs recorded at this building comprise a large part of his recorded music.

Details on Robert Johnson's early life are sketchy. He was probably born on May 8, 1911, near Hazelhurst, Miss, the eleventh child of Julia Major Dodds. By about 1920, he lived with his mother and her new husband Dusty Willis in the vicinity of Robinsonville and Tunica, Mississippi. As a teenager, Johnson played a second-hand guitar, and in his early twenties, Johnson began to play at popular juke joints around southern Mississippi. Through the 1930s, Johnson traveled throughout the United States, often with fellow musician Johnny Shines, playing wherever he could find a crowd. He was especially known for incorporating a wide range of popular music - ranging from the hits of crooners such as Bing Crosby to Hollywood cowboy songs, along with current blues numbers - into his repertoire. By the mid-1930s, Johnson began

<sup>62</sup>National Register nomination for the Gunter Hotel, San Antonio, Bexar County, Texas (NRHP 2007). The Gunter Hotel was the location of Johnson's first recording sessions.

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Dallas Downtown Historic District (Boundary Increase)  
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adapting many popular musical genres into original signature pieces, and became a popular performer in the mid-south. In November 1936 producer Don Law recorded Johnson's first sessions at the Gunter Hotel in San Antonio.<sup>63</sup>

In June 1937, Johnson traveled to Dallas for a second recording session with the Brunswick Company in Dallas, held in a makeshift recording studio at the Warner Brothers building at 508 Park Avenue. Among the eleven songs recorded that weekend, several would contribute to Johnson's posthumous fame, including "Hell Hound On My Trail," which utilizes one of Johnson's common theme of fear of the Devil, and "Love in Vain," a song recorded by the Rolling Stones in for their 1969 album "Let it Bleed."<sup>64</sup> Johnson continued his life as traveling musician, but in August 1938, he was reportedly poisoned by a jealous husband while playing a gig in Greenwood, Mississippi (Dallas *Morning News*, March 2, 2006). He died August 16, 1938; the location of his grave is disputed, with markers at cemeteries in Quito and Morgan City, Mississippi. He had been scheduled to perform at the first "Spirituals to Swing" concert at Carnegie Hall when he died. Law's recordings were the only ones ever made of Johnson's now legendary music. The Dallas sessions represent a major part of this small, and now-famous body of work.

Johnson did not achieve anything close to stardom in his lifetime, and had limited influence on blues musicians in the two decades following his death. It was not until 1961, when his Vocalion sides were reissued on the LP *King of the Delta Blues Singers*, that Johnson and his music came to the attention of a wider audience of (mostly) white blues aficionados. This release popularized Johnson's music and influenced numerous British performers, including the Rolling Stones, Eric Clapton, and Led Zeppelin. Clapton later wrote "I have never found anything more deeply soulful than Robert Johnson. His music remains the most powerful cry that I think you can find in the human voice." ("Discovering Robert Johnson," in *Robert Johnson: The Complete Recordings*, liner notes).

Other musicians also recorded at the studios at 508 Park Avenue, including Bob Wills and the Texas Playboys, who held their first recording session in Brunswick's warehouse in September 1935, Roy Newman and His Boys, Gene Autry, W. Lee O'Daniel and his Hillbilly Boys, the Light Crust Doughboys and the Stamps Quartet.<sup>65</sup>

## Hill Printing Company (1934)

416 South Ervay Street  
Photo 2

Mr. B. B. Hill (1867-1943), owner of Hill Printing Company built this building in 1934, and his printing company remained there until his death. When constructed, Hill Printing was one of many printing companies in this area of Dallas. In 1949, another printing and lithographic company owned by Hugh Sellers, moved into the building and utilized the name on the front of the building – Hill Printing; this company remained in this building until the 1980s. Hill was publisher of the Brownwood News, the local paper in Brownwood, Texas until moving to Dallas in 1924, where he began his printing company. This brick masonry structure sits on a concrete beam foundation and is single-storied. The front

<sup>63</sup> *Gunter Hotel, San Antonio, Bexar County, Texas*. National Register of Historic Places nomination, 2007.

<sup>64</sup> Songs recorded by Johnson in Dallas: *Stones in my Passway; I'm a Steady Rollin' Man; From Four Till Late; Hellhound on My Trail; Little Queen of Spades; Malted Milk; Drunken Hearten Man; Me & the Devil Blues; Stop Breakin' Down Blues; Traveling Riverside Blues; Honeymoon Blues; Love in Vain; Milkcow's Calf Blues*.

<sup>65</sup> Johnson, Larry. *Crossroads – Roots Music in Dallas, 1920-1942. Legacies: A History Journal for Dallas and North Central Texas* (Dallas, Texas), Fall 2004.

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façade, which faces west, is fitted with large storefront windows with a single glass door at the southern end of the wall. The historic transom windows have been covered with plywood and painted. The roof is flat with a masonry parapet extending above the roof line at the side and rear facades. The parapet at the main façade (west façade) is pediment form and is capped with cast stone. The north façade of the building is exposed to an adjacent parking lot and contains no windows while the south wall is immediately adjacent to an adjacent building.

**Masonic Temple (1941)**

501 Harwood Street

Photo 9

Dallas' second Masonic temple was one of the last downtown buildings constructed prior to World War II, and housed the Masons through the early 2000s. Although the building is unoccupied, the interior spaces remain intact with their original finishes. Clad in limestone, with simple detailing, this building includes many typical Art Moderne features: smooth, planar walls without surface ornamentation, strong horizontal lines, individual 'punched' windows, large building massing. Black granite surround is used at the 2-story high recessed entry with aluminum storefront with aluminum, stainless steel and bronze ornamentation at the entry. The central entry massing is flanked by identical 2-story wings at each side.

The Masonic Hall was constructed in 1941 to house nine Dallas Masonic organizations. Previously, they had met in rented halls, the old Turner or Turnverien Hall and the Western Union Building.<sup>66</sup> The building housed the Blue Lodges of Dallas, the York Rite, eight chapters of the Eastern Star, the Ladies of the Beauceant and the Rainbow Girls. The building, designed by local architecture firm Flint and Broad, was one of the last major buildings constructed before World War II.<sup>67</sup> It was constructed at a cost of \$350,000.<sup>68</sup>

Prominent Dallas architects Flint and Broad were responsible for many of Dallas' downtown buildings. Established in 1923, the firm designed several buildings in Dallas, and were part of the team responsible for the 1936 Texas State Fair complex (NHL 1986). Flint and Broad designed the Medical and Dental Building (NR 2000) on Jefferson Boulevard in Oak Cliff.<sup>69</sup> They also designed the Reo Motor Building at 2106 North Harwood, the heart of "automobile row."<sup>70</sup> The firm designed schools including the Seagoville High School and Lelia P. Cowart School. They were architects for the Dallas Park Board in the 1930s. One of their most notable projects was the Administration Building at Love Field.<sup>71</sup> The firm also designed the Longview Air Terminal in Longview Texas, the Grand Lodge in Waco and the Experimental Science Building at the University of Texas in Austin.<sup>72</sup> Thomas Broad was in the first graduating class from the School of Architecture at the University of Texas in Austin in 1915. He was president of the Dallas Chapter of the American Institute of Architects, a member of the Jury of Fellows and a trustee of the American Architectural foundation. From

<sup>66</sup> Dallas Morning News. *Dedication of New Masonic Temple Set*. November 19, 1941, Sec.1, p.9.

<sup>67</sup> Fuller, Larry, ed. *The American Institute of Architects Guide to Dallas Architecture*. Dallas: McGraw-Hill Construction Information Group, 1999, p.34.

<sup>68</sup> Dallas Morning News. *Fast Work Done on Masons \$350,000 Home*. February 23, 1941, Sec. 2, p.6.

<sup>69</sup> Dallas Morning News. *Metropolitan Business Center in Oak Cliff to Cost \$750,000; Medical and Dental Building Basis of Building Project to Occupy Entire Block Frontage on Jefferson Boulevard*. Sec. Real Estate, p.1.

<sup>70</sup> Dallas Morning News. *New \$250,000 Building for Reo Motor Company to Open*. July 21, 1928, Automobile, p.2.

<sup>71</sup> Dallas Morning News. *Love Field's Office Edifice Being Rushed*. June 23, 1940, Sec. 1, p.11.

<sup>72</sup> Dallas Morning News. *Service Friday for Thomas D. Broad*. September 20, 1985, Sec. News, p. 22a.

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1946 to 1962, he was a partner in the firm of Broad and Nelson.<sup>73</sup> Lester Flint was involved with the establishment of the State Board of Architectural Examiners. He also helped to develop the city of Dallas' building code.<sup>74</sup>

**American Optical (1947)**

1722 Marilla Street

Photo 13

American Optical Company constructed their Regional Laboratory and offices in 1947; this was the company's largest plant in the southwest at the time with 25,000 square feet. The building housed facilities for making artificial eyes, fusing plant for bifocals and repair department for optical machinery and equipment. This building was designed by Walter Ahlschlager and Associates and constructed by Churchill-Barry Construction; at the cost of the building at \$400,000.<sup>75</sup> This building in Dallas served as the regional headquarters for twenty-seven branches in Texas, New Mexico, Louisiana, and Oklahoma. The company originally started in Dallas as Dallas Optical Company and later merged with another company to become American Optical.<sup>76</sup> American Optical began in 1843 in Southbridge, Massachusetts and made eyeglasses and became known as American Optical in 1904. They purchased the Dallas Optical Company in 1923, and this office became a regional center for the national company. American Optical was purchased by Warner-Lambert in 1967, and the company relocated to Mesquite, Texas, in 1968. The building was purchased by the City of Dallas in the early 1980s and houses the Gateway Center which provides social services such as interim housing for families in need and children's services. The modifications made at this time include replacing the historic windows with new aluminum ribbon windows with dark glass and painting the building exterior. The small garden area at the south side of the building has been converted to a children's playground

Architects W. W. Ahlschlager & Associates established a Dallas office in 1940 in conjunction with working on the Mercantile Building. Designed in the International Style, the strong horizontal lines, smooth and uniform wall surfaces, large expanse of horizontal windows reflect typical characteristics of this style. Walter W. Ahlschlager (1888-1965) was born in Chicago and attended the Armour Institute of Technology. He began practicing architecture at a young age and designed fifteen buildings for the Lutheran Concordia College campus in West Chicago while still a student at the Institute. He initially practiced in Chicago where he designed the Broadway Building, Sheridan Plaza Hotel, Shriners/Medinah Atlantic Club building (later the Intercontinental Hotel), the Peabody Hotel in Memphis, the Roxy Theatre in New York (referred to as the 'Cathedral of Motion Pictures'), the Beacon Hotel and Theatre, in Manhattan's Upper West Side<sup>77</sup> and 48-story Carew-Tower complex in Cincinnati, Ohio which remains the tallest building in that city today (as of 1965).<sup>78</sup> Ahlschlager moved to Dallas in 1940 to design the Mercantile Bank Building;<sup>79</sup> later projects included the Inwood Shopping Center,<sup>80</sup> the Volk Brothers building at Live Oak and Skillman<sup>81</sup> and the Wedgewood Apartments at Stevens Park in Oak Cliff. He died in Dallas in 1965.

<sup>73</sup> Ibid.

<sup>74</sup> Dallas Morning News. *Architects Laud Late Colleague*. Sec. 1, p. 13, January 21, 1938.

<sup>75</sup> Dallas Morning News. *Optical Firm Building Set*. July 23, 1947, Sec. 1, p. 5.

<sup>76</sup> Dallas Morning News. *New Optical Company Plant Opens Monday*. November 11, 1947, Sec. 5, p. 1.

<sup>77</sup> Walter W. Ahlschlager entry, Wikipedia (www.wikipedia)

<sup>78</sup> *Walter W. Ahlschlager*, Wikipedia (www.wikipedia)

<sup>79</sup> Dallas Morning News. *W.W. Ahlschlager, Architect, Dies*. March 30, 1965, Sec. 4, p. 3.

<sup>80</sup> Dallas Morning News. *Swank Inwood Shopping Center Completes Unit, Plans Others*. January 30, 1950, Sec. 2, p. 5.

<sup>81</sup> Dallas Morning News. *Volk to Open New Store in Skillman Trade Area*. March 21, 1948, Sec. 5, p. 1.

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Dallas, Dallas County, Texas**Dallas Power and Light Transportation Center (1953)**

1701 Canton

Photo 11

Dallas Power and Light, owned by the City of Dallas, has long had a presence in the area of the boundary increase with distribution and service facilities dating from the 1910s. The first portion of this property was purchased by the city in 1923 (used for open storage of materials), with subsequent purchases made in 1950 to create this building site.<sup>82</sup> In 1953 this Transportation Service Center was constructed. This building contained 130,000 square feet and contained facilities to repair and reconstruct all the automotive equipment (cars and trucks) owned by DP&L. Such services were previously accommodated at DP&L's Park Avenue facility which would then house distribution unit repair facilities for meters and fittings. Dallas Power & Light subsequently became Texas Power & Light, then Texas Utilities and is now Oncor. The building is still used for its original use – a transportation center – for Oncor. The architect for this building was Harwood K. Smith and Partners and Joseph Mills; the contractor was Cowdin Brothers and the construction cost was \$500,000. Designed in the International Style, the strong horizontal lines, smooth and uniform wall surfaces, large expanse of horizontal windows reflect typical characteristics of this style. This style was appropriate for a new facility that housed modern transportation facilities for a utility company.

**REPRESENTATIVE NONCONTRIBUTING BUILDINGS****Butler Building (1911)**

500 South Ervay Street

Photo 3

In 1910-11, the city of Dallas saw construction of its largest building to date: Butler Brothers. In an advertisement published in the *Dallas Morning News*, this southeast area of downtown Dallas was touted as the "New Business Center of Dallas," noting that the Butler Brothers Building was going to be "the largest building of its kind in Texas...five hundred thousand square feet of floor space. A new business center will be established. Enhancement of property values in this section is a foregone conclusion. Opportunity is knocking at your door."<sup>83</sup> It would be almost fifteen years before another building of this size would be constructed in downtown Dallas: the four-building complex of the Santa Fe Railroad buildings in the 1920s (NR).

The Butler Brothers Company was one of the largest wholesale jobbing companies in the country and their expansion to Dallas was an economic development coup. The company sold products to large retail corporations, who then sold these goods in their own stores. Butler Brothers began in Boston in 1877 by three brothers; they built their company on selling to local merchants that came into their wholesale store. One innovation was their practice of putting several items together and selling them for one price - the original five and dime concept; and they soon became a catalogue order company for merchants. In 1879, one of the brothers moved to Chicago to open a wholesale house and they soon followed with facilities in New York and St. Louis. Butler Brothers was also constructing another facility in Minneapolis at the same time as the one in Dallas.<sup>84</sup>

<sup>82</sup> 'Dallas Power Company Buys Lot for Storage' *Dallas Morning News*, May 20, 1923.

<sup>83</sup> *Dallas Morning News*. *Murphy Bolanz New Business Center of Dallas*. October 30, 1910, p.29.

<sup>84</sup> *Dallas Morning News*. *Will Locate Here*. May 12, 1906, Sec. 1, p.14.

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The Butler Building was built as a warehouse and distribution center for Butler Brothers. When originally constructed in 1911 at a cost of \$1,600,000,<sup>85</sup> the 9-story, 510,000 square foot building faced South Ervay Street and was rectangular in shape. At that time it was the largest building in downtown Dallas. By 1917, Butler Brothers had need of additional space and added a wing at the Southeast corner of the building; this wing contained 167,000 square feet at a cost of \$300,000. The design, details and materials of this addition match the original building. The building was serviced by a rail spur from the Houston and Central Railroad, at Marilla Street where their loading docks were located. In 1932 the company created a 'merchandise mart' to showcase their products and at the same time opened their own chain of Ben Franklin stores to sell their products. In 1951 the company elected to re-locate to the Santa Fe Oak Cliff Industrial District and built a new 150,000 square foot warehouse and air-conditioned offices there. This new warehouse was serviced by trucks in addition to the railroad. This was one of several new warehouses the company built during this time to serve their 2,274 Ben Franklin stores across the country;<sup>86</sup> these warehouses were located in suburban area to reflect the change in distribution and transportation to large trucks.

Following the construction of this new warehouse, Butler Brothers sold the building to J. N. Fisher, who converted the building to a merchandising mart and office building.<sup>87</sup> A ballroom and five-story garage were added to the building and modifications were made to the building exterior: concrete panels added at the vertical pilasters, and tiling over the brick. However, competition from the new Market Center in the Oak Lawn area of Dallas was too strong, and the merchandise mart closed and the building was converted to office space. Over the years, space in the building was leased to the U.S. Army, U.S. Department of Commerce, and City of Dallas departments. In 1960, the building was giving an extensive "face lift" but retained its use as the Merchandise Mart. Changes to the building exterior were made at that time including stucco added to the façade, the windows replaced, new storefronts added at the first floor, and metal cladding added to the parking garage. By the 1980s the Merchandise Mart had moved out of the building and the building was converted to office space. The City of Dallas leased much of the building until the new City Hall was completed in 1978; at that time the building had multiple tenants until it closed in the late 1980s; it is now vacant.

The architects for the original building and its 1917 expansion were Russell, Mauran & Crowell of St. Louis. This building was designed in the Romanesque Revival Style, frequently used for major commercial buildings in the early 1900s. The large, arched windows, strong vertical lines, corbelling and other brick ornamentation are typical of this style. However, the castellated parapet is reminiscent of the Gothic Revival style which often appeared as a 'stone castle' appearance.

The Butler Building (500 S. Ervay) was reviewed in detail along with the recent investigation that have shown that the later additions (concrete panels) can be removed and the original ironspot brick exposed. The large granite buttresses at the base of these pilasters are intact, as are the original window openings although the wood windows have been replaced with aluminum. The strong vertical lines continue to provide a sense of the original design. Although these modifications have greatly altered the exterior of the building, this recent work to expose the original fabric below these alterations has demonstrated that much of this fabric remains and could be restored or replicated. Until this work is completed and the building's historic fabric is fully exposed the building cannot be evaluated as a contributing property in the district.

<sup>85</sup> *Historic Preservation Certifications Application, Part 1 for the Butler Building*; January 4, 2007 (available from building owner).

<sup>86</sup> 'Construction Begins on Butler Building', Dallas magazine, November 1954; p54.

<sup>87</sup> 'Three Expansions Announced on Dallas Wholesaling Scene', Dallas magazine, November 1951.

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Dallas Downtown Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

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**Dallas Power and Light Distribution Center**

515 Park Avenue (1950)

Photo 12

This building was constructed in 1920 as the headquarters for the Meter and Distribution facility;<sup>88</sup> it was originally two stories tall and of a concrete, brick and steel structure. The first floor was utilized as a garage while the second story contained a clubroom, lockers for the 135 employees of this department. The building's structure was designed to carry an additional two floors. In 1951, this Dallas Power and Light Distribution Headquarters was expanded<sup>89</sup> and regulators and other modern equipment was added; it is thought the additional two floors and new entry were added at this time. Subsequent modifications have been made to the facility including a large industrial (metal-building) addition to the west and the roof capped with a metal roof including a metal 'cap' at the top of the building. Parking for vehicles now is located at an adjacent site at the corner of Young and St. Paul (500 St. Paul Street). Dallas Power & Light subsequently became Texas Power & Light, then Texas Utilities and is now known as "Oncor." This building is considered non-contributing due to its lack of integrity.

**Ensearch Building (1979)**

1900 Jackson Street

Photo 4 (left side)

This free-standing office building was built in 1979 as a speculative office building; although it is at the corner of Wood and South Saint Paul Street, its address is on Jackson Street. Due to its proximity to the Lone Star Gas company headquarters on Harwood Street, this building was subsequently purchased by Lone Star. However, with Lone Stars' purchase by Oncor and relocation of their offices, this building (as with the historic Lone Star buildings (NR) is now vacant.

This steel framed, 12-story building was designed by Harwood K. Smith and Partners (now HKS Architects), and is clad with white marble. It has a strong vertical emphasis and is capped with a top floor with recessed windows, providing a modern capital to the building. This building is considered non-contributing due to its age.

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<sup>88</sup> 'Let Contract for \$135,000 Building', Dallas Morning News, November 22, 1919.

<sup>89</sup> 'Outlay of \$441,300 Approved for DP&L', Dallas Morning News, December 20, 1951.

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Dallas Downtown Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

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### **Thomas Printing (1958)**

420 South Ervay

Photo 2

Thomas Printing building, constructed in 1958, reflected the modernism of its age with its strong form, large storefront at the first floor, horizontal lines within a light frame at the second floor. Thomas Printing, later known as Thomas Reprographics, occupied this building in its original condition until the 1980s. Unfortunately, alterations made by later owners have permanently altered this historic, 1950s architectural integrity. This building is considered non-contributing due to this lack of integrity.

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Dallas Public Library

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Dallas Morning News Archives, various articles  
Dallas Times Herald, various articles

**10. GEOGRAPHICAL DATA**

**ACREAGE OF PROPERTY:** Approximately 35.3 acres

**UTM REFERENCES:** Zone 14

	<b>Easting</b>	<b>Northing</b>
1	706046	3629406
2	706736	3629132
3	706843	3628946
4	706522	3628606

**VERBAL BOUNDARY DESCRIPTION:** (see continuation sheet 10-31)

**BOUNDARY JUSTIFICATION:** (see continuation sheet 10-31)

**11. FORM PREPARED BY**

**NAME/TITLE:** Marcel Quimby, FAIA (Quimby McCoy Preservation Architecture, LLP), with Kate Singleton  
(Cornerstone Heritage Preservation Services)

**ORGANIZATION:** for the City of Dallas

**DATE:** October 29, 2007

**STREET & NUMBER:** 3200 Main Street, #3.6

**TELEPHONE:** (214) 977-9118

**CITY OR TOWN:** Dallas

**STATE:** Texas

**ZIP CODE:** 75226

**ADDITIONAL DOCUMENTATION**

**CONTINUATION SHEETS**

**MAPS** (see continuation sheet Map-32)

**PHOTOGRAPHS** (see continuation sheets Photo-33 through Photo-38)

**ADDITIONAL ITEMS**

**PROPERTY OWNER**

**NAME:** On file with Texas Historical Commission

**STREET & NUMBER:**

**TELEPHONE:**

**CITY OR TOWN:**

**STATE:** Texas

**ZIP CODE:**

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Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

## Boundary Description

From the intersection of South Ervay Street and Jackson Street, proceed east along Jackson Street to approximately 307' past the intersection with South Saint Paul Street, hence proceed South along the western property line of lots X at Block 98½ to Wood Street; hence proceed east along Wood to the intersection with South Harwood Street; hence proceed North along South Harwood Street to the South boundary of lots 1, 2, 3 and 4 of Block 127; then proceed south along the east boundary of lot 8; hence proceed south-east across lot 30/128 to the east side of 2017 Young Street; hence south to incorporate property of 500 South Ervay (Scottish Rite temple); hence west along south boundary of 500 South Harwood; hence west along Canton Street; proceed south along east boundary of 1908 Marilla Street (Descos Tile building); hence west along Marilla Street; proceed south along Park Avenue; proceed south-west approximately 135' to center of block 102/2; proceed south-east along center of block; at intersection with South St. Paul Street, proceed north-west to intersection with Canton Street. At intersection with Canton Street, proceed south-west along Canton Street; at intersection with South Ervay Street, proceed north-west to Intersection with Marilla Street; continue north along South Ervay Street to the intersection with Jackson Street at which point the boundary description begins.

## Boundary Justification

This boundary increase to the Downtown Dallas Historic District includes a concentration of contributing properties that reflect significant aspects of the historic and architectural development of downtown Dallas within the context of the Central Business District, and is complementary to the historic district.

This area of boundary increase is to the south of the existing district; properties to the immediate east of this boundary increase include several one and two-part commercial buildings that date from the period of significance; however a sense of continuity to this areas is diminished by several large expanses of parking lots. The blocks to the south and south-east contain buildings that date primarily from the 1930s and 1940s with many modern intrusions associated with the Farmers Market, new multi-family residential housing and a large number of surface parking lots that destroys a sense of continuity with the downtown area. The blocks to the west are comprised of larger, civic buildings with associated open space including Dallas' City Hall and plaza, the Convention Center and mustang park, the Dallas Public Library, and police memorial. These buildings and spaces collectively comprise the 'civic heart' of Dallas; while this area shares a common history with the area of the boundary increase, the existing buildings have a much larger scale than the historic buildings in the boundary increase with the sole exception of the Butler Building.

The history and themes represented in this boundary increase to the Downtown Dallas National Register Historic District and the resulting smaller commercial and industrial resources support the development of the adjacent central business district (as does the original district). As Dallas' central business district expanded, surrounding areas such as this evolved from residential neighborhoods to a commercial district with a diverse type of businesses (automobile orientated, film exchanges, printing, warehouses and distribution and public utilities) over the first fifty years of the century. The resulting buildings represent the architectural evolution of a early twentieth-century downtown commercial area with buildings that range from one and two-story modest or vernacular commercial buildings to architecturally significant religious and fraternal buildings of Dallas' leading congregations, ornate buildings of the 1930s and several buildings reflecting the modern movement that date from the late 1940s and mid-1950s as well as utilitarian industrial complexes that reflect their function and use. These buildings represent the architectural evolution that is typical of a downtown commercial district associated with the commercial growth of Dallas from the early 1900's into the 1950's.

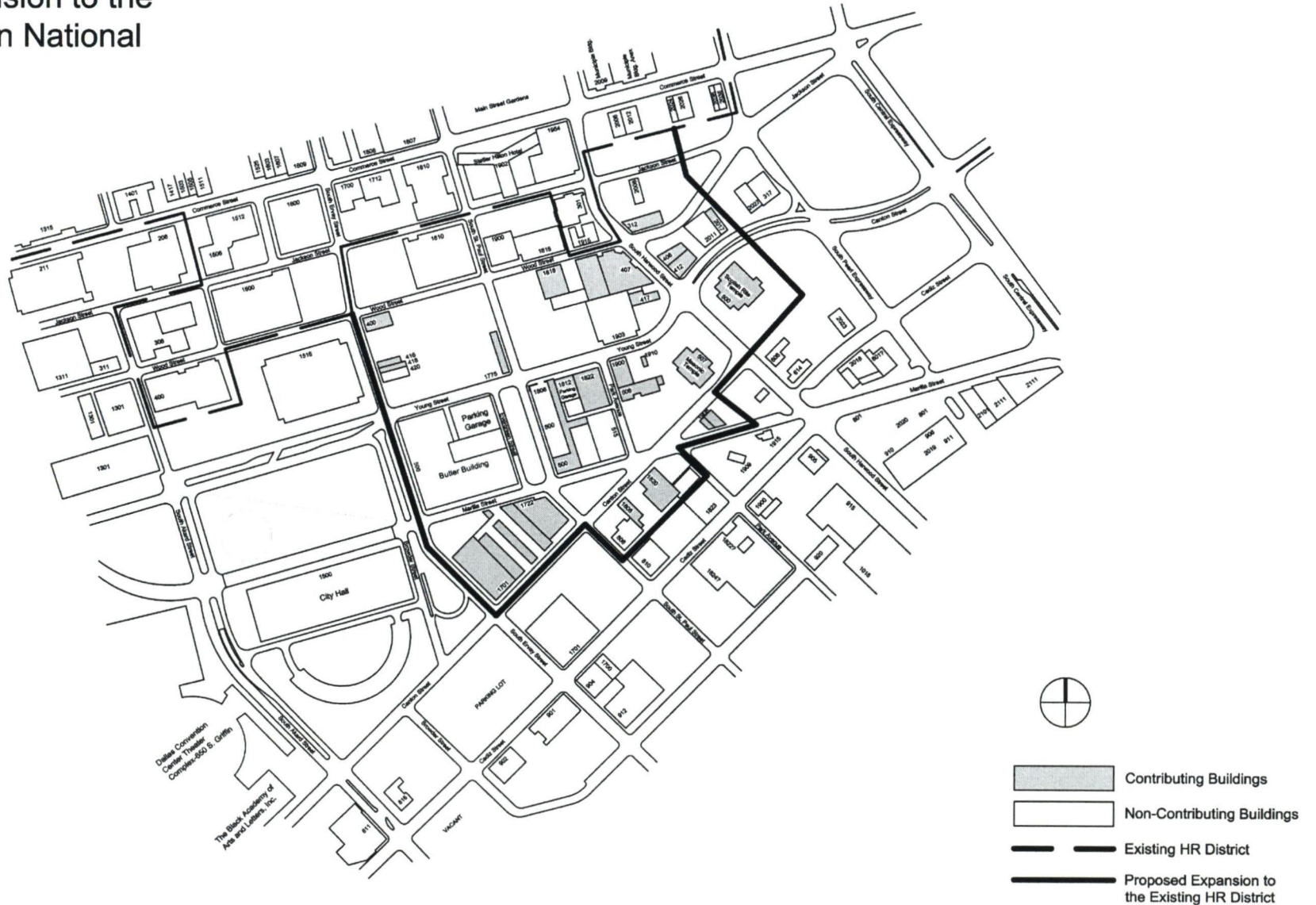
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

Section MAP Page 32

## Proposed Expansion to the Dallas Downtown National Register District



United States Department of the Interior  
National Park Service

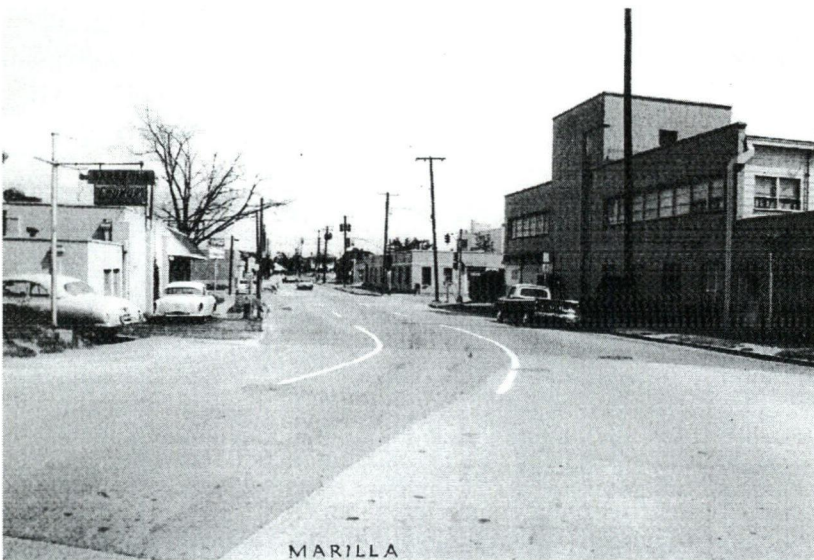
## National Register of Historic Places Continuation Sheet

Section PHOTO Page 33

Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

### Historic Photographs

*'Dallas City Hall Street Photographs'* by I. M. Pei with Harper and Kemp Architects, 1966 and 1968. Original photographs on file with the City of Dallas, Development Services Department, Historic Preservation Division. Digital images provided to City of Dallas planning district.



**Photograph 1H:** 1722 Marilla Street (American Optical Co) at right.  
View of Saint Paul Street at intersection of Marilla Street; buildings at left side of street have been demolished.  
Camera facing Southwest.



**Photograph 2H:** Hill Printing Company (416), 418 and 420 South Ervay Street.  
Camera facing East.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section PHOTO Page 34

Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas



**Photograph 3H:** Harwood Street from intersection at Wood Street.  
408 Harwood and Paramount Pictures (412) at left with First Presbyterian Church at  
right. Camera facing South.



**Photograph 4H:** South Ervay Street from intersection at Wood Street.  
400 South Ervay at left with 416, 418 and 420 marginally visible on other side of 2<sup>nd</sup>  
(white) building which has been demolished. Buildings at right side of street have  
been demolished. Butler Building is tall building in background.  
Camera facing South.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section PHOTO Page 35

Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas



**Photograph 5H:** South Ervay Street from intersection at Young Street, Butler Building is at left; buildings at right have been demolished (site of Dallas City Hall). Camera facing South.



**Photograph 6H:** Near Marilla Street near intersection at South Ervay; Butler Building is tall building at left; building in foreground has been demolished. Camera facing Northeast.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section PHOTO Page 36

Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas



**Photograph 7H:** South Ervay Street from intersection at Marilla Street. Butler Building is at right; buildings at left side of street have been demolished (site of Dallas City Hall). Camera facing North.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

Section PHOTO Page 37

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### Photographs

Dallas Downtown Historic District (Boundary Increase)

Dallas, Dallas County, Texas

Photographed by Marcel Quimby, October 27-29, 2007 (except photos 11-13)

Negatives on file with the Texas Historical Commission

#### Photograph 1

Young Street, from intersection at Park Avenue

Southwest Oblique

Camera facing southwest

#### Photograph 2

400 Block of South Ervay

Southwest Oblique

Camera facing northeast

#### Photograph 3

Butler Building (500 S. Ervay), from intersection of Ervay at Young

Northwest oblique

Camera facing southeast

#### Photograph 4

Wood Street, between South St Paul Street and Harwood Street.

Southwest oblique

Camera facing northeast

#### Photograph 5

Warner Brothers Building (508 Park)

Southwest oblique

Camera facing northeast

#### Photograph 6

Wood Street, at intersection with Harwood (First Presbyterian Church at left)

Camera facing west

#### Photograph 7

Harwood Street near intersection with Canton, looking northeast to center city

Camera facing northeast

#### Photograph 8

First Presbyterian Church (407 S. Harwood)

Northeast oblique

Camera facing southwest

#### Photograph 9

Masonic Temple (501 Harwood)

Northeast elevation

Camera facing southwest

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Downtown Dallas Historic District (Boundary Increase)  
Dallas, Dallas County, Texas

Section PHOTO Page 38

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**Photograph 10**

Desco Tile Building (1908 Canton Street)

Northeast oblique

Camera facing southwest

**Photograph 11**

Dallas Power and Light Transportation Center (1701 Canton Street)

Photographed by Nicky DeFreece Emery, September 2008

Southeast oblique

Camera facing north

**Photograph 12**

Dallas Power and Light Distribution Center (515 Park Avenue)

Photographed by Nicky DeFreece Emery, September 2008

Northeast oblique

Camera facing southwest

**Photograph 13**

American Optical Company (1722 Marilla Street)

Photographed by Nicky DeFreece Emery, September 2008

Northeast oblique

Camera facing southwest

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

\_\_\_\_\_  
Name of Property

\_\_\_\_\_  
County and State

Section number \_\_\_\_\_ Page \_\_\_\_\_

\_\_\_\_\_  
Name of multiple property listing (if applicable)

## SUPPLEMENTARY LISTING RECORD

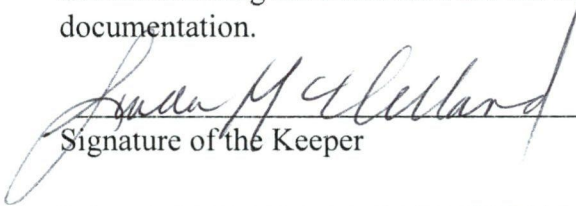
NRIS Reference Number: 08001299

Property Name: Dallas Downtown Historic District (Boundary Increase)

County: Dallas State: Texas

Multiple Name: N/A

-----  
This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.



Signature of the Keeper

January 9, 2009  
Date of Action

=====  
Amended Items in Nomination:

Section 5: Classification

The number of contributing buildings is, hereby, changed to 22 and the total number of contributing resources changed to 23.

Section 7. Description.

The reference on page 7.5, paragraph 4, is, hereby, amended to indicate that the area of the boundary increase "contains 35 buildings of which 22 ...contribute."

Section 8. Significance

The address given for the Warner Brothers Building on page 8.20 is, hereby, amended to read 508 Park Avenue.

-----  
The Texas State Historic Preservation Office has been notified of these amendments.

-----  
**DISTRIBUTION:**

- National Register property file**
- Nominating Authority (without nomination attachment)**

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Dallas Downtown Historic District (Boundary Increase)

MULTIPLE NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 11/28/08 DATE OF PENDING LIST: 12/16/08  
DATE OF 16TH DAY: 12/31/08 DATE OF 45TH DAY: 1/11/09  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 08001299

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

\_\_\_ ACCEPT \_\_\_ RETURN \_\_\_ REJECT \_\_\_\_\_ DATE

ABSTRACT/SUMMARY COMMENTS:

*This 35.3 acre boundary increase adds 35 contributing buildings to the downtown district and represents an interesting and diverse group of <sup>religious,</sup> commercial and industrial buildings - some with highly distinctive architectural design such as the 1947 International style American Optical Regional Laboratory, Zigzag moderne Warner Brothers Building; and the First Presbyterian Church (1913) a highly refined edifice*

RECOM./CRITERIA

REVIEWER

DISCIPLINE

TELEPHONE

DATE

DOCUMENTATION see attached comments  N see attached SLR  N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



ONE WAY  
→

St. Paul St.  
ONE WAY  
→

ONE WAY  
→

ONE WAY  
→

Dallas Downtown Historic District  
Boundary Increase

Dallas, Dallas Co., TX

Photo 1



Library  
Book  
Drop Box

SAUNDERS

HILL PRINTING CO.

Subway

P

WE ARE OPEN HERE

Dallas Downtown Historic District  
Boundary Increase

Dallas, Dallas Co., TX

photo 2



300

GREEN

Dallas Downtown Historic District  
Boundary Increase

Dallas, Dallas Co, TX

photo 3



Dallas Downtown Historic District  
Boundary Increase  
Dallas, Dallas Co., TX  
photo 4



508  
PARK  
AVENUE

Dallas Downtown Historic District  
Boundary Incause

Dallas, Dallas Co., TX

photo 5



Dallas Downtown Historic District  
Boundary Increase

Dallas, Dallas Co., TX  
photo 6



Canton

Dallas Downtown Historic District

Boundary Increase

Dallas, Dallas Co, TX

photo 7



FIRST PRESBYTERIAN CHURCH

A.D. MCMXI

FIRST PRESBYTERIAN CHURCH

Dallas Downtown Historic District  
Boundary Increase  
Dallas, Dallas County, TX  
photo 8



Dallas Downtown Historic District  
Boundary Increase

Dallas, Dallas Co, TX

photo 9



Idle Rich

WALKER & LINDSEY COMPANY

WALKER & LINDSEY COMPANY

WALKER & LINDSEY COMPANY

Dallas Downtown Historic District  
Boundary Inverse

Dallas, Dallas Co, TX

photo 10



Dallas Downtown Historic  
DISTRICT

BOUNDARY INCREASE  
Dallas, Dallas Co., TX  
photo 11



Dallas Downtown Boundary  
Inset

Dallas, Dallas Co., TX

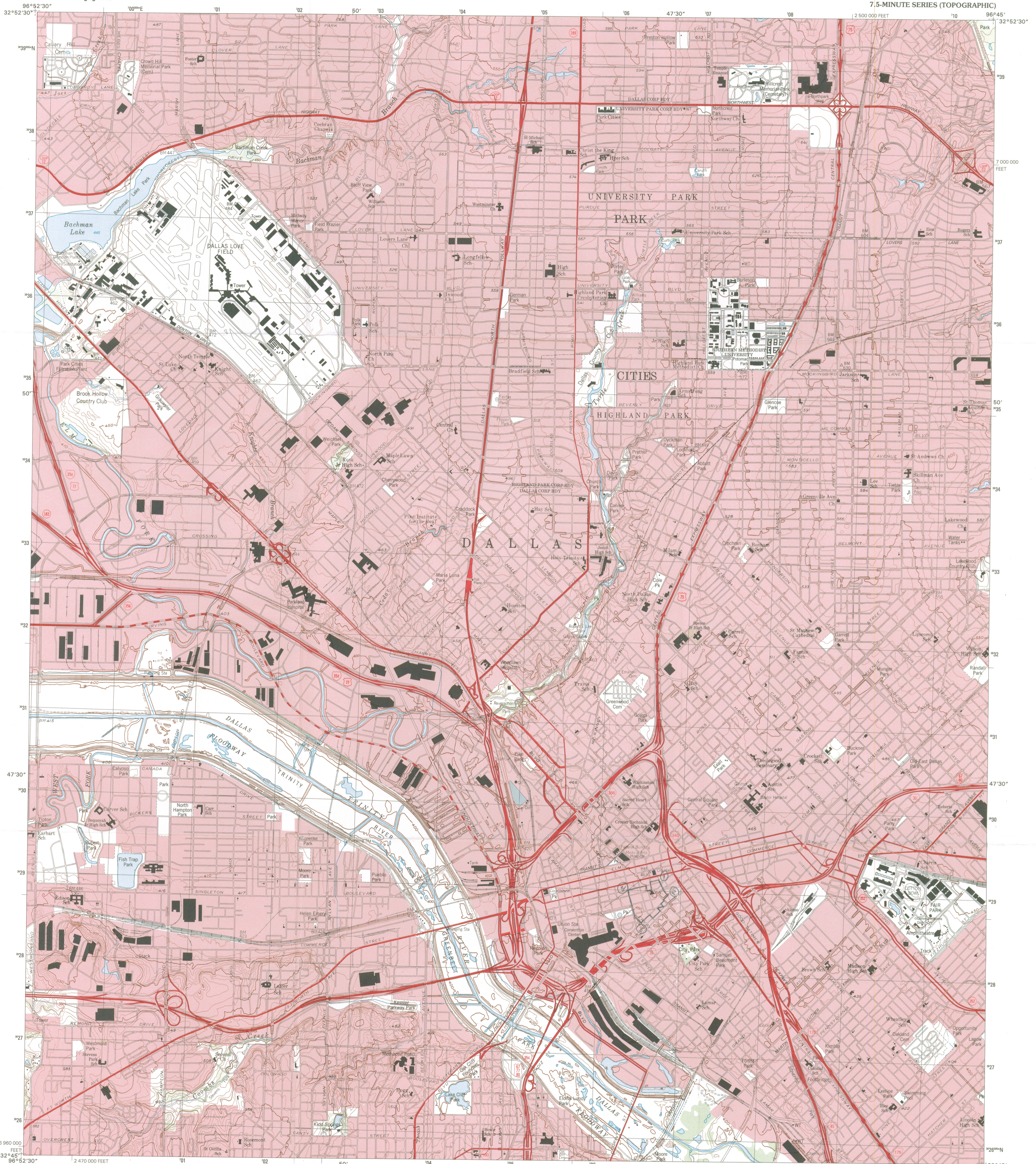
photo 12



Dallas Downtown Historic District  
Boundary Increase

Dallas, Dallas Co., TX

photo 13

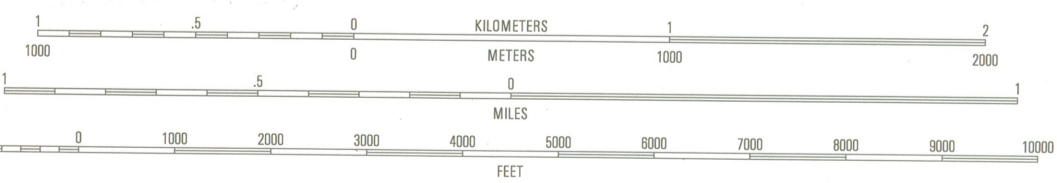


Produced by the United States Geological Survey Topography compiled 1954. Planimetry derived from imagery taken 1995 and other sources. Survey control current as of 1998. Boundaries current as of 2000. North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 14 10 000-foot ticks: Texas Coordinate System of 1983 (north central zone). North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software. Houses of worship, schools, and other labeled buildings verified 1958.

UTM GRID AND 2011 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

ZONE 14  
① 706046 302940N  
② 706736 3029132N  
③ 706848 3028940N  
④ 706522 3028600N  
DALLAS DOWNTOWN HISTORIC DISTRICT (BOUNDARY INCREASE)  
DALLAS, DALLAS CO, TEXAS

SCALE 1:24 000



CONTOUR INTERVAL 10 FEET NATIONAL GEODETIC VERTICAL DATUM OF 1929 TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048

THIS MAP COMPLES WITH NATIONAL MAP ACCURACY STANDARDS FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



QUADRANGLE LOCATION

1	2	3	1 Carrollton
			2 Addison
			3 Garland
4			4 Irving
	5		5 White Rock Lake
			6 Duncanville
			7 Oak Cliff
6	7	8	8 Hutchins

ROAD CLASSIFICATION  
Primary highway hard surface ..... Light-duty road, hard or improved surface .....  
Secondary highway hard surface ..... Unimproved road .....  
Interstate Route U.S. Route State Route

MAPSCO, INC. 6353 CAMP BOWIE #101B FORT WORTH, 76116 817731-1666

DALLAS, TX

1995

NIMA 6649 IV SE-SERIES V882





# TEXAS HISTORICAL COMMISSION

Rick Perry • Governor

John L. Nau, III • Chairman

F. Lawrence Oaks • Executive Director

*The State Agency for Historic Preservation*



TO: Linda McClelland  
National Register of Historic Places

FROM: Gregory W. Smith, National Register Coordinator  
Texas Historical Commission

RE: Dallas Downtown Historic District (boundary increase), Dallas, Dallas County, Texas

DATE: 11/12/2008

- The following materials are submitted regarding the Dallas Downtown Historic District (boundary increase):

<input checked="" type="checkbox"/>	National Register of Historic Places form
<input type="checkbox"/>	Resubmitted nomination
<input type="checkbox"/>	Multiple Property nomination form
<input checked="" type="checkbox"/>	Photographs
<input checked="" type="checkbox"/>	USGS map
<input type="checkbox"/>	Correspondence
<input type="checkbox"/>	Other:

### COMMENTS:

SHPO requests substantive review

The enclosed owner objections (do ) (do not ) constitute a majority of property owners

Other:

Linda McClelland  
01/13/2009 04:39 PM  
EST

To: greg.smith@thc.state.tx.us  
cc:  
Subject: Dallas Downtown

Greg--

In our review of the boundary increase, we noted several inconsistencies between the number of contributing buildings given in Section 5 and the figures given on page 7.5. In going over the inventory, it seems to me that there are 35 buildings in all, consisting of the already listed property, 22 other contributing buildings (not 21 as listed in the count and on page 7.5, paragraph 4), and 12 noncontributing buildings. If you agree let me know so I can do an SLR correcting this information.

Also, we noted that the address for the Warner Bros. Building on page 8.20 should be 508 not 1508. Again I'll go ahead and do an slr.

Best wishes to you in the new year.

Linda McClelland

Linda McClelland  
Historian  
National Register of Historic Places  
202-354-2258  
202-371-6447 (FAX)  
linda\_mcclelland@nps.gov