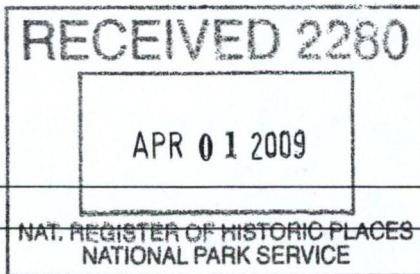


(Oct. 1990)

United States Department of the Interior
National Park Service

306



REGISTRATION FORM

1. NAME OF PROPERTY

HISTORIC NAME: Fidelity Union Life Insurance Building

OTHER NAME/SITE NUMBER: Fidelity Union Life Insurance Tower; Mosaic

2. LOCATION

STREET & NUMBER: 1511 Bryan and 1507 Pacific Ave.

CITY OR TOWN: Dallas

VICINITY: N/A

NOT FOR PUBLICATION: N/A

STATE: Texas

CODE: TX

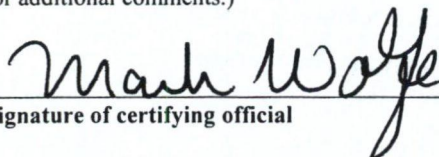
COUNTY: Dallas

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

2/18/09
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:

Signature of the Keeper

Date of Action

☐ 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):

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING	
	1	0	BUILDINGS
	0	0	SITES
	0	0	STRUCTURES
	<u>0</u>	<u>0</u>	OBJECTS
	1	0	TOTAL

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING: NA

6. FUNCTION OR USE

HISTORIC FUNCTIONS: COMMERCE/TRADE: Business

CURRENT FUNCTIONS: DOMESTIC: Multiple Dwelling

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: Other: Midcentury Modern

MATERIALS

FOUNDATION CONCRETE

WALLS STONE: Limestone; BRICK; GLASS; CERAMIC TILE

ROOF ASPHALT

OTHER

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-9).

United States Department of the Interior
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Continuation SheetSection 7 Page 5Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas**Description**

Located at 1511 Bryan Street, the former Fidelity Union Building is comprised of two towers (a 1952 21-story tower and garage and a 1959/1960 31-story tower addition). Developed, designed, and constructed by the same team of professionals, these two office towers are to be viewed as one entity and are internally connected. The 21-story tower was designed by W.C. Hedrick; the 31-story tower designed by W.C. Hedrick and his partner, Nelson Stanley. A regionalized example of "Mid-Century Modern," this property conveys the spirit and enthusiasm of a very important period in Dallas history. Conceived of as a corporate headquarters for Fidelity Union Life Insurance Company (but with multiple tenants), this building carried the promise of a new era in commercial real estate development and reflects a post-World War II building boom in downtown Dallas that generated a number of high-rise office towers constructed in the Mid-Century Modern style. At the time of its completion in 1952, the building was reportedly the largest home office life insurance building in the south.¹ With the tower addition in 1960, the combined building was reportedly the largest in the state (in terms of square footage).² Located in the center of downtown Dallas, the 21-story building is situated on a lot bounded by Bryan, Bullington, Federal, and Akard streets (see Figure 1). Bryan and Bullington streets serve as the primary façades with the parking garage facing Federal and Akard streets. The 31-story addition (536,330 gsf) faces Akard Street and Pacific Avenue and includes a garage for 800 cars. The physical address for the original structure is historically 1511 Bryan; however, the address of the tower, 1507 Pacific, is more frequently used. The combined building appears as two skyscrapers, due largely to the difference in height between the original "building" and the "tower addition." Over the years the shorter, 21-story facility, has been commonly referred to as "the building" and the taller, 31-story facility is known as "the tower."³ The building is now known as "Mosaic," a residential loft conversion project completed in December 2007. The building is located in close proximity to the Downtown Dallas National Register Historic District and is visually a contributing component of Dallas' collection of historic properties within the central business district.

Downtown Dallas⁴

The Dallas Central Business District (CBD) lies just east of the Trinity River and is encircled by a web of state and federal highways roughly delineated by the Woodall Rodgers Freeway on the north, Central Expressway (U.S. Highway 75) and the Julius Schepps Freeway (Interstate 45) on the east, the R. L. Thornton Freeway (Interstate 30) on the south, and the Stemmons Freeway (Interstate 35E) on the west. Three intersecting street grids meet within this network of freeways. Using the Trinity River as the western boundary, the initial streets were laid out at right angles to the river by John Neely Bryan in 1841 within a grid of eight north-to-south streets and twelve east-to-west streets. A competing survey for John Grigsby was laid out at forty-five degrees off the cardinal directions. A third survey for the Peters Colony laid out different sections, again utilizing the cardinal directions. These historical surveys resulted in an odd series of doglegged streets within the CBD. The path of the old railroad tracks, now serving light rail, enter the CBD along the western perimeter, paralleling the path of Interstate 35.

The Fidelity Union Building is approximately seven blocks east of the West End Historic District (NR 1978), approximately ten blocks east and two blocks north of Dealey Plaza (NHL 1993), and is immediately north of the Dallas Downtown Historic District (NR 2006). Numerous individually-listed National Register properties in the CBD include

¹ Dallas 1953 (Vol. 32, April):10-11.

² Dallas 1961 (Vol. 40, April):24.

³ Dallas 1959 (Vol. 38, January):46; Ann Midgett, Information Resource Center Manager, TXU, personal communication, 2004.

⁴ Adapted from *Dallas Downtown Historic District* draft National Register nomination, Lila Knight and Marcel Quimby, pp. 7-5.

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Continuation Sheet

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

the Adolphus Hotel (NR 1983), the Dallas County Courthouse (NR 1976) and, and Union Terminal (NR 1975).

Fidelity Union Life Building

1952 tower (21-story building)

Designed in the Mid-Century Modern style, the office tower's skin is composed of Kasota limestone panels, with Malverne brick and trimmed in deep green granite and bands of natural anodized aluminum windows composing the balance of the materials. The Bullington Street, east elevation consists of granite-face pilasters and bases separating entries and large single and triple expanses of aluminum windows with a limestone belt above. This is followed by the second through the 21st floors, which are defined by four distinct vertical patterns of brick and glass. The first, southern most, vertical pattern is a continuous glass curtain wall to the full height of the building. Each floor is composed of four bays with three lights. The next pattern, roughly 20% of the façade, is clad in the face brick with no windows. The third pattern, which occupies about 40% of the face, includes a ribbon pattern of (5x4 foot) windows separated by face brick spandrels. The fourth pattern, encompassing less horizontal space than the other three patterns, is face brick with no windows. Face brick also covers the elevator and mechanical penthouses and a corporate apartment at the roof level. Cast stone coping separates the roof from the 21st floor.

The other primary façade, the south elevation facing Bryan Street, is divided by a louvered vent (now glass) that separates the elevation into two vertical planes. The first floor consists of granite facing divided at the east end by large aluminum windows and double and triple doors. The second floor through the mechanical/elevator penthouse (above the twenty-first floor), was faced in continuous limestone grid system of large square blocks. Each grid section consisted of limestone panels set at 3 panels wide by 3 panels high. The center 3 bays of limestone on the western end have been replaced with glass with one grid of remaining limestone on either side. The western most plane, where the windows were inserted, was 5 grids wide by 28 grids high. The new windows occupying the center three grids start from the 8th floor and run through the 20th floor. Black 1/2" frit lines in the glass line up with the grid lines in the limestone so the glass pattern corresponds to the limestone joint pattern maintaining the architectural rhythm of the original building skin. The windows are in the same plane as the limestone maintaining the continuity and flatness of the original façade to achieve a compatible but clear differentiation between the historic and new components. Two vertical sections of vent louvers, which extended between the vertical projections in the façade, were replaced with glass starting at the 8th floor. These alterations were the subject of local landmark commission and Federal Tax credit design review.

The north elevation, from the eighth floor up replicates one of the patterns visible on the east elevation, where a ribbon pattern of (5'x4" foot) windows is separated by bands of face brick. The floors below the eighth level abut the parking garage. The west façade is relatively stark in appearance and includes the parking garage, which was expanded to ten levels at the time of construction of the 31-story tower addition. Outside of the parking garage, the west elevation is a plane brick wall with no windows and two rectangular mechanical vents per floor (above the garage).

The interior of the 21-story building was largely occupied by office space. As such, most floors reflected typical office interior finishes that were repeatedly altered over the years to serve tenant needs. The first floor, however, contained a small lobby appointed in Swiss marble wainscoting and green terrazzo floors. For many years these materials were obscured by faux cooper wainscoting and a vinyl tile floor. The original materials have been revealed with the area now serving as an elevator lobby to residential apartments located on the upper floors of the original building.

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

1960 Addition (31-story tower)

By 1959, Fidelity Union's investment company, Mayflower Investment, had determined that the success of the insurance company, as well as its major tenant (Texas Power & Light), warranted a new high-rise tower that would serve as an addition to the 21-story building. Designed again by Hedrick, who had since formed a partnership with architect Nelson Stanley, the new tower's design complemented that of the original structure with blond brick spandrels trimmed in green mosaic tile-wrapped perimeter columns interrupting bands of natural anodized aluminum framed windows (on the Akard, Pacific, and Federal street façades). The only façade to differ from this pattern occurs at the intersection of Bryan and Pacific, where instead of blond brick spandrels, green mosaic tiles divide the bands of anodized aluminum windows. A true addition to the original 21-story structure, all of the floors are in vertical alignment creating large shared floor plates.

Completed in early 1960, the tower included additional office tenant space, as well as a new cafeteria, snack bar, and shopping facilities, an expansive mail room, and a high-velocity condensed air system. The cafeteria was located between the entry lobbies of the main building and tower; this space is now occupied by a restaurant. In general, the tower's finish out was of better quality than the original building due to increased funds and availability of materials. This was evident in the larger lobby area which included marble wainscoting, terrazzo floors, and grand elevator bays.

Like the original building, the interior upper floors of Fidelity Union had been substantially altered over time. The configuration and finishes of the main lobby, however, was intact. This included marble finishes, elevator hardware, and terrazzo floors which continue to grace the main lobby of the building.

Interior

In the lobbies of both towers all of the critical historic finishes remain intact and were restored to their original condition, including the granite flooring and marble stone finishes.

Floors two through eight contain a parking garage. A portion of the garage roof has planters constructed on it for landscaping elements. Primarily, the roof of this parking garage is a public resident area with the apartment complex pool area and plaza. Floor eight contains the first residential units as well as the public resident amenity room. Eight through thirty-one contain residential units and have polished concrete floors with some exposed structure and no remaining finishes. The original existing window sill framed areas and mechanical systems were removed, as was all existing electrical, plumbing, HVAC system and all interior finishes. New drywall framing and furring areas were added to the exterior window wall areas, and to form the demising walls between the new residential units. In the reconstructed apartment units all electrical, fire sprinkler, HVAC duct and plumbing is concealed within finished surfaces except in the utility/mechanical closets. The predominant material is drywall with accents including mosaic tile, laminates, wood and metal. Doors are wood in hollow metal frames. The solarium walls are full height glass. Most floor plans are open and ceilings have multiple planes organized to reflect the floor plans. The original exit stairs remain in both the thirty-one and twenty-one story buildings. They were re-finished and modified as required to accommodate the removal of ACM, the installation of a fire protection system, and compliance with Codes and ADA. Art installations created from artifacts found throughout the building pre-construction have been placed on several floors in the corridors. There are approximately 23 residential units per floor on floors 8 through 21 and approximately 14 on floors 22 through 31. The parking garage contains approximately 650 stalls.

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Rehabilitation and Present Condition

As part of the rehabilitation/conversion, Fidelity Union is now known as "Mosaic," in tribute to the original design, for the millions of blue-green ceramic tiles which line the building's exterior.

Fidelity Union is in excellent condition and retains a high degree of integrity of setting, workmanship, materials, design, feeling, and association. After TXU's departure, Fidelity Union sat vacant and largely under appreciated despite its edgy Mid-Century design and prominent central business district location. At that time, much of the interior had been modernized with more contemporary (1970s-1990s) office finish out. The only substantially intact interior public space was the tower's original lobby which retained its marble wainscoting, elevators, and terrazzo floors. The 1952 lobby, on the other hand, was concealed by faux finishes and tile flooring which obscured the original historic fabric. The exterior had also been altered with the installation of reflective tenting on most or all windows and the form of the exterior columns had been modified.

From 2005-2007, Fidelity Union was the subject of one of the city's largest rehabilitation/ residential conversion projects with the project exceeding over 1.1 million square feet and requiring \$107 million in capital. Both the original 1952 building and the 1960 tower addition were readapted for residential use that netted approximately 440 loft apartments averaging 1,235 square feet in size. Much of the first floor, including the former cafeteria, was adapted into retail space. Appropriately, the cafeteria was transformed into a new restaurant destination that retained the space's character defining openness and high ceilings. Both first floor lobbies were also retained and restored to their historic appearance for shared resident access to apartments on the upper floors. In the 1952 lobby, which is smaller than the 1960 lobby, the original marble and floor finishes were revealed. Not all elevator bays in the lobbies were required for tenant use; these bays however, were retained and have been left open with tenant services inside (including a stand up tanning bed and a bank teller machine).

On the exterior, the original first floor columns were returned to their original curvilinear form. Broken or damaged mosaic tiles replaced, in kind, where required. All of the non-original filming was also removed from glass surfaces. All window caulking and sealants abated, and re-caulked and re-sealed to match existing. Where approved by Federal Tax credit program review, sections of the curtain wall framing at each floor was modified to have operable glass sections allowing each residential unit to have at least one operable window to meet the make-up air requirements of the HVAC system. All operable areas of framing and glass match the adjacent existing curtain wall system in size of framing members and size of glass panels. These operable window sections closely resemble the original operable window elements at this curtain wall area, which were removed previously.

The formerly windowless south façade on the 1952 building was adapted to allow light into interior units and maximization of use of the immense interior floor plate. A glass curtain wall system now occupies the center three grids start from the 8th floor and run through the 20th floor. These center windows are set into a pattern of one grid of remaining limestone on either side. The glass pattern corresponds to the limestone joint pattern maintaining the architectural rhythm of the original building skin. Louvered vents were also similarly adapted.

Extensive effort was required to restore and repair the exiting exterior of the building on all facades from the ground up. Original limestone walls and blonde Malverne Brick were cleaned and re-pointed where mortar had deteriorated. At the street level the façade consists of a lower band of green marble and aluminum framed doors. Original storefront, doors, marble panel surfaces and soffits were preserved, cleaned, repaired and re-pointed. All work was done as required in accordance with the Secretary's Standards.

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

The ribbon windows encircling the building were preserved and original storefront framing was cleaned and re-caulked as required where it meets adjoining surfaces. The reflective and non-original film was removed, with seals and caulking between the glazing and the framing replaced as required. Portions of the existing storefront system and system and glazing were replaced, at the solarium areas, with new operable storefront systems to match the profiles of the existing. Each residential unit has at least one operable window to meet the make-up air requirements of the HVAC system.

Many interior elements were preserved, as well. The granite floor and marble walls in the entry and elevator lobbies were fully protected during construction and preserved and maintained. The wall covering that concealed the original marble wall surface and the mastic were removed and the historic surface restored. All of the items in the elevator and entry lobbies were preserved and retained except the wall mounted ashtrays. Since the historic height of the call buttons was set too high to meet ADA standards, they were lowered. The historic elevator signs were modified to reflect the actual floors served.

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 VALUES, 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: NA

AREAS OF SIGNIFICANCE: Commerce, Architecture

PERIOD OF SIGNIFICANCE: 1952-1960

SIGNIFICANT DATES: 1952, 1960

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: Hedrick, Wyatt C. (1952 tower); Hedrick, Wyatt C. and Nelson Stanley (1960 addition)

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-10 through 8-19).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-#).

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:

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Continuation SheetSection 8 Page 10Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Statement of Significance

The Fidelity Union Building, in Dallas, Dallas County, Texas, is significant for its association with a highly successful and innovative insurance company that contributed to the commercial growth and development of Dallas through the mid-20th century. The original 1952 tower is an outstanding representation of the economic transition that occurred locally and nationally after World War II, major Texas cities became nationally-important business centers. The tower addition, completed in 1960 represents a continuation of the postwar economic boom in downtown Dallas. The building is significant under Criterion A in the area of Commerce and is also nominated under Criterion C in the area of Architecture, as an example of the work of Wyatt C. Hedrick, a master architect. Prior to the addition, the 21-story facility had been dwarfed by other mid-1950s buildings; thus, the tower addition propelled the Fidelity Union facility back into the forefront of the most modern, physically prominent, and key buildings in Dallas. The combined building was the largest in the state of Texas in terms of square footage, and architecturally, it is a continuation of the original building's Midcentury Modern design executed by the same architect, Wyatt C. Hedrick, with his new partner Nelson Stanley. Differences between the original building and the tower's design (most notably the inclusion of more windows and greater size) are directly related to the increased availability of materials and funds in the growing economy of the late 1950s. The period of significance of the property extends from its construction in 1952 through 1960, when the tower addition was completed. Construction of the building's tower commenced in 1959, and was completed in 1960, and therefore, the building need not meet criteria Consideration G.

Fidelity Life Insurance Company

The Fidelity Union Life Insurance Company was chartered in 1927 by Carr P. Collins, Sr., and business partner, William Morriss. The Fidelity Union Life Insurance Company began its operations in the "Bailey and Collins Building" on Browder Street in Dallas. Not long afterwards, it was moved to a 12-story building at 1000 Main Street. By 1930, Collins and local businessmen Robert L. Thornton had joined forces to build the Wholesale Merchants Building at 912 Commerce Street. Upon its completion, Collins moved his insurance company to the Commerce property where it remained until the 21-story Fidelity Union Building was constructed twenty-three years later. Collins served as president from 1928 to 1933. He then became chairman of the board with Earl B. Smyth serving as president.⁵

Upon the death of Earl Smyth, Collins returned as president in 1943 and pursued an expansion program that resulted in a 23% increase by 1946. Three years later, he had nearly tripled the size of his company. Between the years 1942 to 1952, annual sales records at Fidelity Union had risen from \$2,825,660 to \$40,185,617.⁶ This success led the company to announce their plans to erect a new office for its headquarters in December 1950. By the time the Fidelity Union Building held its formal grand opening in March 1953, the insurance company was celebrating 25 years of success and boasting \$138,000,000 of insurance in force, thus making it one of the leading insurance companies in the nation.⁷

Throughout the remainder of the 1950s, Fidelity Union Life Insurance Company continued its remarkable growth under

⁵ Neville, D., *Carr P. Collins: Man on the Move*, Park Press, Dallas, 1963:100-101, 137. Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Story One of Sturdy Growth," On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

⁶ Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

⁷ Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

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Continuation SheetSection 8 Page 11Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

the leadership of both Carr P. Collins, Sr., and his son, James M. Collins, who was appointed president in 1954. One of the keys to the company's success was a marketing concept developed by Carr Collins, Sr., whereby, policyholders were grouped according to common insurance needs, i.e., school teachers or college graduates. Each group was then specifically targeted with advertising that was relevant to that particular group. Collins even grouped "total abstainers" (of alcohol) together, arguing that they were "the best insurance risk." When implemented in 1953, Fidelity Union was the only company offering special insurance to abstainers. Collins' marketing strategy paid off. During the first quarter of 1955, sales had increased by 40% over the previous year. Fidelity Union capped the decade with an insurance force valued at \$485,348,457.⁸ This success led, in part, to the construction of the 31-story tower addition (to the original 21-story building), which began in 1959 and was completed by 1960.

The completion of this major addition in 1960 Fidelity reflected the phenomenal growth of the insurance industry during the period and contributed to the commercial development of downtown Dallas, which was experiencing a building boom after World War II. As one of the top 20 insurance companies in Dallas, Fidelity Union ranked fifth in assets (\$51,808,589) in 1959, following Southwestern Life, Southland Life, Republic National, and Reserve Life. The combined total in assets for Dallas' top 20 companies was \$1,194,571,845. That same year, Fidelity Union ranked fourth in the city for the value of its insurance in force (behind Republic National, Southwestern Life, and Southland Life) with \$485,348,457. The total value of insurance in force for the city's top 20 companies came to \$7,925,423,652. By the early 1960s, the insurance industry was touted as being one of the city's "most dynamic" economic industries and Dallas was ranked fourth in the nation as a leading insurance center.⁹

Fidelity Union's prosperity and association with the Collins' family continued until the late 1970s. In 1979, under the leadership of Michael Collins (son of James M. Collins, and grandson of Carr P. Collins, Sr.), Fidelity Union had nearly \$6.5 billion of life insurance in force and \$600 million in assets. That same year, the company agreed to sell the Collins family's controlling interest and remaining shareholders' stock, for \$370 million, to Allianz of America, Inc. (a subsidiary of the German company, Allianz Versicherungs A.G.—the largest insurance company in Europe). With the business now sold, the Fidelity Union Building was transferred to a London-based company, J. Henry Schroeder Bank & Trust Company, on behalf of foreign investors for \$45 million.¹⁰

Texas Power and Light

The other primary tenant of the 21-story building and later the tower addition was Texas Power and Light (TP&L), which continually leased space in the building from 1953 until 1995. TP&L, having previously occupied space in the near-by Interurban Building, held a 99-year lease for the top nine floors of the Fidelity Union Building.¹¹ It also occupied a significant portion of the tower addition when it was completed seven years later. In fact, the tower was constructed, in part, because of the growth and space requirements of TP&L.

⁸ Dallas 1955 (Vol. 34, April):9, 1961 (Vol. 40, April):4; "Abstainers From Alcohol Rate Special Dividends." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; Ftacek, J., "Fidelity Union Life Insurance." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002.

⁹ Dallas, April 1961 (Vol. 40, April):24-25.

¹⁰ "Fidelity Union looks ahead to linkup with Allianz," "Fidelity Union holds acquisition talks," Fidelity Union Life talks acquisition," "German firm Oks purchase of Fidelity Union stock," "German firm makes giant offer for Fidelity Union," "Fidelity, Allianz sign pact." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

¹¹ "Fidelity Union Life to Move Saturday." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Life New Building Ready." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "General Offices of Texas Power & Light Company Moved into New Quarters Under Lease Agreement," Texas Utility News XXXI (No. 3, March) 1953. On file, TXU Business Services, Information Resource Center.

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Fidelity Union Life Insurance Building
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TP&L played a major role in the utilities industry, and by the 1930s had grown to become one of the largest utilities companies in the state. In recognition of its valuable contribution, TP&L received the electricity industry's highest award, the Coffin Award, in 1954 just one year after it had established its headquarters in the Fidelity Union Building. During a luncheon held in TP&L's honor, the company was praised for making "the most distinguished contribution to the convenience of the public and benefit of the industry" and was specifically cited for its contribution to agricultural development. Farm service advisers at TP&L held meetings with individual farmers to make them aware of the benefits of electrical service, helping them to become more profitable.¹²

Another important tenant to occupy space in the tower addition was the Dallas Chamber of Commerce, which moved its offices into the addition in May of 1960. They occupied the third floor of the 31-story building, approximately 13,000 square feet. During the early 1960s, the Chamber of Commerce was the country's largest Chamber in terms of number of members. Its members included the financial, economic and political leadership of the city of Dallas. The Chamber often defined the direction of city government and growth through its actions, political influence and overt boosterism. Several mayors, including R.L. Thornton and Erik Jonsson, cofounders of Texas Instruments, served on the Board of the Chamber. The following are examples of the leadership in the Chamber who were major leaders in business and industry in Dallas and in Texas.

- John William Carpenter-- Carpenter served as president of the Dallas Chamber of Commerce for two terms, chairman of the board of the Southwestern Legal Foundation, vice president of the State Fair of Texas, a director of the National Safety Council and the Southwest Research Institute, and chairman of an organizing committee that established the National Conference of Christians and Jews in the Southwest. In an advisory capacity he worked with the United States Chamber of Commerce Southwestern Business Council, the Edison Electric Institute, the Southwestern Regional Committee of the National Association of Manufacturers, and the National Rivers and Harbors Congress. From 1949 to 1953, he was chairman of the board of TP&L.
- Robert Cullum was president of the Dallas Chamber of Commerce and in 1964-65 was one of three negotiators responsible for the Dallas-Fort Worth International Airport.

In addition to the Fidelity Union Life Insurance Company and Texas Power & Light, early building tenants included: Eppler, Guerin & Turner; Ruthrauff & Ryan, Inc.; Shearson-Hammil & Company; Lord Manufacturing Company; Texas Heart Association, Inc.; Jack D. Collins; Dallas Heart, William Wallace Company; Skiles Employment Agency; LeRoy Robertson Oil Company; W.B. Walls; Chancellor & Wood; Horace B. Houston; Catholic Diocese of Dallas; Arnold H. Bruner & Company; Texas & Pacific Railroad; Jones-Laughlin Steel Company; Odeneat, Herndon & Franklin; The Wyatt Company; H. Zindoe & Associates; A.W. Hutchings; Charles Doheny; Hamilton Management Corporation; Jim Dorsey; Thos. Cook & Son; and Jerome K. Crossman.¹³

Contribution to the Growth and Development of Dallas

The history of the Fidelity Union Life Insurance Company reflects all the major trends prevalent in the post-war era of

¹² "TP&L Gets Honor for Achievement." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Texas Power & Light (1)"; "Agricultural Development" in 1953 report on TP&L. On file, TXU Business Services, Information Resource Center.

¹³ "Fidelity Union Life to Move Saturday." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Life New Building Ready." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Dallas' economic development. Since acquiring a Federal Reserve Bank in 1914, Dallas had grown rapidly in esteem as a center for financial enterprises. In 1921, when the Federal Reserve Bank was relocated downtown to 400 Akard Street, the building joined a growing host of Main Street banks of raw but formidable working potential.¹⁴ By 1920 Dallas was considered the regional center for banking, finance, and insurance for all of North Texas. No doubt, this climate was very much still in evidence in 1927 when the Fidelity Union Life Insurance company was founded by Carr P. Collins, Sr. and William Morris. The corporation's formation, moreover, originally went largely unmarked. In 1927, it was only one of 364 new businesses created in the calendar year, and only one of 1,552 created in Dallas in the span between 1926 and 1928.

Since at least 1910, skyscrapers had been sprouting up with frequency in downtown, and the need to keep the Dallas skyline from stagnating had been repeatedly expressed. Since the creation of the mammoth Mercantile Bank Building in 1942, derisively dubbed "Dallas' Battleship" for its use of steel during war time, something of an arms race had been going on in the Central Business district. It was this spirit, this will towards larger and more modern that gave birth to the Fidelity Life Insurance Building and the twenty-four other major buildings that were added to the skyline of the Central Business district during the immediate post-war period.

The 1952 Fidelity Union Life building was one of the first major skyscrapers to be built in downtown Dallas after World War II. Its massive 325,000 square feet of floor space (garage included) amounted to over half the square footage completed in downtown in 1952 (460,210 sq ft.) and was more, by itself, than the total completed in 1951 (232,133 sq ft.). Its total square footage was also more than the amounts completed in 1947 and 1948 combined. Other monumental building projects to follow Fidelity's lead included the Republic Bank building (1954), which was built a half-block away with a then staggering 615,000 square feet of floor space. The cumulative square footage for buildings in 1957 and 1958, 1,221,000 square feet and 1,625,000 square feet, respectively, stand in sharp contrast to earlier years and clearly illustrate the change in architectural perception and the direction of construction in Dallas.

In 1959/1960, when the tower addition was completed, the combined square footage of the 21-story and 31-story facility enabled Fidelity Union to vault back into the leading position as the largest building not only in Dallas but in all of Texas (in terms of square footage).¹⁵ In other words, prior to the addition, the 21-story facility had been dwarfed by other mid-1950s buildings; thus, the tower addition propelled the Fidelity Union facility back into the forefront of the most modern, physically prominent, and key buildings in Dallas and the state. The combined building was the largest in the state of Texas in terms of square footage. In Texas, as perhaps in no other place, biggest is viewed as best and attests to the critical importance that the addition conferred on the original 21 story structure.

This trend of development was typical of what was occurring nationally. In the early to mid 1950s, the economic climate was one of cautious optimism. Post War material shortages, recession, and military conflicts such as the Korean War and the start of the Cold War, resulted in a more conservative approach to major projects like the construction of large office buildings. But as the decade came to a close, there was a decided shift in the mood of the country with the anticipation of the "widely-heralded decade". Material shortages were no longer an issue. Inflation and high interest rates that had complicated the availability of credit and funds earlier were markedly improved. Pent up demand for new facilities began to be realized after 16 years of Depression and war. This change in climate is best evidenced in 1959, when construction work (completed and planned projects) reached record levels nationally.¹⁶

¹⁴ Lila Knight and Marcel Quimby, Davis Downtown Historic District National Register Nomination Form, 2002.

¹⁵ *Dallas*, April 1961 (Vol. 40, April):24.

¹⁶ "Sighting the Sixties" Special Report in *Architectural Record*, November 1959, pgs. 8-c, 8-e.

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

The construction of Fidelity Union Life building closely followed this trend. The first building (21-story) was built in a growing economy that was still somewhat restricted by material availability and credit shortages of the post war period. Despite these obstacles, the large 21-story building was erected. Nine years later, the construction of the addition was made possible by the continued growth of the economy and the success of Fidelity Insurance as one of the leading companies in the insurance industry. Locally, there was the perception that if you building, they [businesses] will come.

The addition towered over its predecessor and was conceived and designed without the restrictions that had limited other buildings, like the 1952 building, just a few years before. Specifically, the 1960 addition was substantially larger in size and shows a higher level of design due, in part, to the availability of materials and funds. Nevertheless, the addition and the original became one, for they shared several elements: (1) the same architect; (2) the same owner-client; and (3) they were functionally unified being side by side, having the same floor levels and sharing internal systems. The shared floor levels between the original building and the addition was an attractive feature that allowed tenants who desired larger single-floor areas to occupy up to 34,000 square feet of space (utilizing same floor space in both buildings). As a consequence, the combined facility was considered locally as a single building that had merely been built in two stages over a brief span of time.

The tower addition accounted for almost one-fifth (four million) of the over \$20 million volume in new construction for the city of Dallas in 1959.¹⁷ Interestingly, when the tower opened, Dallas was on the verge of overbuilding with the result being an excess of office lease space. This was a new problem for a city which had suffered for years from a lack of office space. With the improved economy, large companies began to vacate rented space to build their own. At the same time, newer buildings like Fidelity Union's tower also attracted tenants away from older buildings, like the Kirby Building. In fact, Fidelity Union's mammoth addition was reported to be the "straw that broke the camel's back" in a *Dallas Morning News* article dated September 11, 1960.¹⁸ In support of the new tower, Fidelity Union Life Insurance Executive Vice President Charles S. Sharp noted in the same article that:

"In order to justify a new building of this size, more than 600,000 square feet, we had to be competitive. We had to do a selling job in a highly competitive market. At present we are 90 percent leased. We cut the cost of our rental considerably under the cost of some of the older buildings and have gotten many Class "A" tenants... We have numerous tenants that have taken whole floors. But we've got a better product for a better price and we intend to fill it (the building)."

This excess of office square footage was expected to be a temporary problem for a growing city like Dallas. This belief was likely held by one of the tower addition's new tenants, the Dallas Chamber of Commerce which moved onto the third floor in May of 1960. The Chamber, which had considered constructing its own facility, instead selected the combined building because it was the best example of Dallas' economic success to date and provided "more efficient and economical service to members [of the Chamber]".¹⁹ The Chamber used the new facility to attract new businesses to Dallas by drawing attention to its latest and most modern buildings, the Fidelity Union Life building. The building's association with some of the most influential companies in the city and state (such as Fidelity Union Life Insurance Company and Texas Power and Light) likely contributed to Chamber's decision.

¹⁷ "Building Shows Big March Hike," *The Dallas Morning News*, April 9, 1959, pg. 16.

¹⁸ "Dallas Struggles to Absorb Big Excess of Office Space," *The Dallas Morning News*, September 11, 1960, pg 1.

¹⁹ *Dallas*, April 1961(Vol. 40, April):22.

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Association with Carr P. Collins

Carr P. Collins, Sr., born 1892 in Chester, Texas, began his career in insurance in 1913 when he became the first secretary for the Industrial Accident Board. That same year, he moved to Dallas, at the age of 21. In 1927, Collins and William Morriss each put up \$100,000 to charter the Fidelity Union Life Insurance Company. Initially, the company did not fare well, but Collins, confident that he could make it succeed, offered to buy Morriss' share for the original \$100,000 that he had invested. After buying out his partner within a year, Carr Collins, Sr., went on to parlay his insurance company into a multi-million dollar business.

An astute businessman, Collins pursued other economic ventures throughout his lifetime. He served on the board of directors for the First National Bank in Dallas and the Dr. Pepper Bottling Company. He also helped organize the Vent-a-Hood Company. However, his most interesting business venture—and one that garnered him both fortune and fame—was his foray into the lucrative health field during the 1930s. Tapping into the national interest in the therapeutic benefits of natural spring waters, Collins sold dehydrated crystals from the springs at Mineral Wells, Texas, selling them as Crazy Crystals. When mixed with water, the crystals were supposed to act as a laxative. The venture was quite successful with Collins selling over \$3 million in crystals a year. The Pure Food and Drug Administration, however, were not convinced of their therapeutic value, and hence, claimed the product to be fraudulent.²⁰

The success of his businesses, in particular Fidelity Union, permitted Collins to become a prominent philanthropist who played a major role in the growth and development of Dallas. With a deep concern for education, health, and his beloved city of Dallas, Collins supported numerous organizations. He contributed financially to Baylor University Medical Center, Dallas Baptist College, Bishop College, the Salvation Army, the YMCA, Presbyterian Hospital, the Wadley Institute of Molecular Medicine, and supported cash awards from the Texas Institute of Letters. Collins played a major role in interracial relations, especially during the 1960s when the city began desegregation. Serving on the Interracial Committee, Collins had a major influence on the development of the African American Hamilton Park housing community. He was named Headliner of the Year by the Dallas Press Club in 1959. In 1972, Collins was presented with the prestigious Linz Award in recognition of his many contributions to the city of Dallas.²¹ Collins died January 17, 1980.

In addition to Carr P. Collins, the former Fidelity Life Union Building is associated with his son, James M. Collins. James served as president of Fidelity Union Life Insurance from 1950 to 1964 when he resigned to successfully run for U. S. Congress.

Architecture

The 21-story Fidelity Union tower was one of the earliest skyscrapers built in Dallas after World War II, and furthermore, helped to establish the trend toward Mid-Century Modern architecture in downtown Dallas. Noted local architect Wyatt Cephas Hedrick was chosen to design the 21-story building and later the tower addition. Hedrick, a Virginia native, formal education included a Bachelor of Arts degree from Roanoke College in Salem, Virginia, in 1909 and an engineering degree from Washington and Lee University, Lexington, Virginia, in 1910. He moved to Texas in 1913 at

²⁰ Green, G.N., "Collins, Carr P." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002.

²¹ Green, G.N., "Collins, Carr P." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002; "Tribute to Collins," "Collins Receives Linz Award," "Medical Philanthropist Collins Gets Linz Award," "Carr P. Collins rites set," "A Builder for People," "Noted philanthropist Carr P. Collins dies." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "Bio—Collins, Carr P."

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

the age of 25 to work for an engineering firm in Dallas. After owning his own construction company in Fort Worth between 1914 and 1921, Hedrick became a partner in the architectural firm of Sanguinet and Staats. The firm established by Marshall R. Sanguinet and Carl G. Staats and headquartered in Fort Worth, was one of the largest and most prominent architectural firms in the state of Texas during the first quarter of the 1900s.²²

In 1925, Hedrick started his own architectural firm with offices in Dallas, Fort Worth, and Houston. A year later, however, his former partners, Sanguinet and Staats, retired, and Hedrick bought the remaining interest in their practice. His company was very active from the 1920s through the 1950s and was once considered the third largest in the country. In fact, Hedrick was at one time able to maintain several separate active practices in a variety of cities, including, for example, the simultaneous existence of Hedrick and Stanley in Dallas and Hedrick and Lindsley.

Most of Hedrick's well-known works are located in the Houston, Fort Worth, and Dallas areas, and include both classically-based as well as a number of modern style buildings, especially, but not exclusively, those of the style known as moderne. Examples of his work listed on the National Register of Historic Places and/or Recorded Texas Historic Landmarks include: the U. S. Post Office (Fort Worth, 1933); Electric Building (Fort Worth, 1929); YMCA Building (Fort Worth, 1929); remodeled Criminal Justice Building (Fort Worth, 1951); Texas and Pacific Warehouse (Fort Worth, 1931); Sanger Building (Fort Worth, 1929); Commerce Building (Fort Worth, 1930); Smith-Swinney Motor Company (Fort Worth, 1927); Amon-Carter Riverside High School (Fort Worth, 1936); and the Broadway Baptist Church (Fort Worth, 1952). Hedrick also served on the board of directors for the Traders and General Insurance Companies of Dallas, and was involved in other notable Dallas projects including a 1950 renovation of the Adolphus hotel.

During his career, Hedrick maintained a personal project list which included of bank and office buildings built between 1922 and 1962. Of the commissions noted, the Fidelity Union Tower addition (at a cost of \$9,450,000) was the second largest project on the list, only an office building in Anchorage, Alaska, at \$10,000,000 in 1959 was larger.

Another principal participant in construction of the original and tower portions of the Fidelity Union Building was the general contractor, Inge-Hayman Construction Company. A partnership between Henry P. Inge, who had over 37 years of experience in the construction business, and Thomas J. Hayman who had joined the U.S. Army Corps of Engineers during World War II, the Inge-Hayman company had constructed several prominent buildings in Dallas, including the Dr. Pepper plant, the Florence Nightingale Maternity Hospital (at Baylor Hospital), the Baylor University College of Dentistry, the First Baptist Church Activities Building, and the Baptist Headquarters Building.²³ During the construction of Fidelity Union, Inge-Hayman reportedly set a new record (finishing the building six months in advance of the expected completion date). Credit for this feat was extended to the coordinated efforts of the various parties involved.²⁴ The style employed by Hedrick and later Hedrick and Stanley in the design of the Fidelity Union Building is a form of the International style of architecture termed Mid-Century Modern. Hedrick modified the style to adapt it to Texas climate. The 1951 building exhibits regionalism most notably in the windowless facades that are in deference to the hot Texas climate. This is the case in other buildings such as Hedrick's 1953 First National Bank of Temple and George Dahl's American Insurance Building in Dallas.

Midcentury Modern design is a compilation of the International Style, the influence of the Bauhaus school, and the

²² Long, Christopher, "Hedrick, Wyatt Cephas." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, November 1, 2005.

²³ "Inge Active 37 Years." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

²⁴ Hitchcock, Henry-Russell. Architecture: Nineteenth and Twentieth Centuries, Penguin Books, New York, 1978.

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

emergence of new building technologies that occurred after World War II. Specifically, the United States' economic boom of the 1940s and the industrial and modern movements of the period, combined with the reductivist logic of architects such as Walter Gropius (founder of Bauhaus school in 1919 and later Chair of Architecture at Harvard), led to the creation of this slick, functional, style of modern architecture which was used, primarily, in the design of office buildings and high-end residential dwellings throughout the United States. German architects such as, Gropius and Ludwig Mies Van der Rohe (Illinois Institute of Technology) and American architectural firms such as Skidmore Owings and Merrill (SOM) were important practitioners of this form of architecture that stressed clean lines, simplicity, and modern materials. Buildings, such as the Seagram Building in New York City (architect Ludwig Mies Van der Rohe), Crown Hall in Chicago (architect Ludwig Mies Van der Rohe), and Lever House in New York City (architect Gordon Bunshaft of SOM) are prominent examples of the style.

The International Style was formally defined as an architectural style by Philip Johnson and Henry-Russell Hitchcock in their 1932 book *The International Style: Architecture Since 1922*. This book coincided with an exhibition at the Museum of Modern Art in New York that was also developed by Johnson and Hitchcock. The International Style was based on functionalism as well as modern structural principles and materials.²⁰ Non-essential decoration was rejected; steel, glass and concrete were the most common materials. Ribbon and corner windows were common in this style. Strips of windows and solid planes created a horizontal aspect as prescribed by this style. Balance and regularity were considered important components.

The International Style Exhibition at MOMA emphasized the works of the Europeans: Gropius, Le Corbusier, J.J.P. Oud and Mies van der Rohe and the Americans: Wright, Raymond Hood, Howe and Swiss born Lescaze, Neutra and the Bowman Brothers. Johnson and Hitchcock noted that one of the most successful examples of the style in the United States was the Philadelphia Savings Fund Society Building (1932) designed by George Howe and William Lescaze. Hitchcock, in his book *Architecture: Nineteenth and Twentieth Centuries*, noted that the PSFS building was the first large-scale example of the acceptance of the new European architecture in the United States.²¹

In an article entitled "The International Style Twenty Years After" for the magazine *Architectural Record*, Hitchcock re-evaluates the International Style and looks at changes from 1931 to 1951. In the article, he notes that both Wright and Gropius "are still perhaps the most perturbed by the idea that anything that can properly be called a style, in the historic sense of that word, can have any worthwhile part to play in architecture of the twentieth century." Hitchcock reiterates that, like the International Style that was meant to remain "elastic" with the possibility of general growth, modern architecture of the 1950s should have room to change and diversify. He points to the divergent early examples of Horta's Maison du Peuple in Brussels (1897), an early modern building of metal and glass and Wright's River Forest Golf Club (1898) which embodied most of the design concepts of Wright's now "classic" prairie houses. Hitchcock continued by stating that the International Style would remain as an influence if it was broadly interpreted as an open "style" or system as it was meant to be in 1932. He concluded by saying, "living architecture of the twentieth century may well be called merely "modern."²⁵

World War II, the Korean War, the Marshall Plan, the Cold War, the ups and downs of the national economy associated with these events and material shortages all impacted architecture in the United States. Hitchcock noted that World War

²⁵ Hitchcock, Henry-Russell. "The International Style Twenty Years After," *Architectural Record*, August 1951, pp. 89-97.

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Fidelity Union Life Insurance Building
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It halted construction for at least a decade after the War. He also notes that the Lever House, designed by SOM and constructed in 1950, is the first "epoch making" post war architecture.²⁶ With money and materials still going to Europe to rebuild countries devastated by bombing and strikes in the steel industry, organizations such as the National Production Authority, recommended that architects use reinforced concrete instead of structural steel (using flat slab construction instead of beam and girder) and the use of lightweight concrete and aggregates to reduce the quantities of structural steel needed. The shortage of materials for construction was noted at a local level in the February 1952 Chamber of Commerce Dallas magazine article. The article quotes an item in one of the local papers that states that a record amount of non-residential construction occurred despite "...the fact that the controlled materials plan and increased credit restrictions with limitations new limitations on financing..."²⁶ As the article also noted, there were strict credit limitations and inflation was an issue at this time. Therefore, it can be surmised that buildings took on an austere look both outside and in due not only to the style of the time but to the financing and capital available. This is certainly the case with the original Fidelity Union Building.

By the end of the 1950s, the country saw a decided shift mood with the anticipation this "widely-heralded decade." Americans had seen 16 years of Depression and war, now the pent up demand was being realized. As a direct consequence, the year 1959 was a record construction year nationally for work completed and planned projects.²⁷ As noted earlier, the construction of Fidelity Union Life building closely followed this trend. The first building (21-story) was built in growing economy that was still somewhat restricted by material availability and credit shortages of the post war period. Specifically, its design was stark and functional. By 1959, Fidelity Union's investment company, Mayflower Investment, had determined that the success of the insurance company, as well as its major tenant (Texas Power & Light), warranted a new high-rise tower that would serve as an addition to the 21-story building. The construction of the addition was made possible by the continued growth of the economy, increased demand for office space, and the success of the Fidelity Insurance as one of the leading companies in the Insurance industry. The addition not only towered over its processor, its finish out (interior and exterior) was more lavish. The addition to the Fidelity Union Life Building was conceived and designed without the restrictions that had limited the design and construction of buildings, like the original 1952 building, just a few years before. Specifically, the 1960 addition shows a higher level of design in the lobby and public spaces due, in part, to the availability of materials and funds.

The 1959-60 addition continued Hedrick's Mid-Century Modern design. The building is reminiscent of office buildings constructed at this time in other parts of the United States. The 52-story Union Carbide Office Building in New York, designed by SOM (1959), expresses a similar exterior as does the 22-story Tishman building in Los Angeles (Victor Gruen and Associates and Daniel, Mann, Johnson and Mendenhall, Architects). These buildings were under construction at the same time as the Fidelity Union Addition. Locally, the Southland Center designed by Welton Becket and Associates and Mark Lemmon as consulting architect is probably closest to the 1960 Fidelity Union addition in scale design and building type. The 41-story office/hotel building was completed in 1959 and showcased in the August 1959 Architectural Record.²⁸ Other examples of Mid-Century Modern on this scale in Dallas are the Republic Bank Building (1954) and Statler Hilton (1956).

²⁶ Hitchcock, Henry-Russell, *Architecture: Nineteenth and Twentieth Centuries*, Penguin Books, New York, 1978, p.559.

²⁷ Sighting the Sixties, Special Report in *Architectural Record*, November 1959, p. 8e.

²⁸ *Architectural Record*, August 1959, pp.140-145.

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Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Summary

The construction of the Fidelity Union Life Insurance building's position in history as one of the first major post war skyscrapers in downtown can not be overlooked, nor can its place as an integral part of Downtown's upward trajectory. Its massive 325,000 square feet of floor space amounted to over half the square footage completed in downtown in 1952, and was more, by itself, than the total completed in 1951 (232,133 sq ft.), and more than the amounts completed in 1947 and 1948 combined. After its erection, the area very rapidly became the center for other monumental building projects. This boom in construction clearly illustrated the change in architectural perception and the direction office development in Dallas was heading. Shortly thereafter, in 1959, the addition of the tower at Fidelity Union marked another significant contribution to the post war growth of Dallas when it accounted for roughly one-fifth of the money invested in new development in that year.

A regionalized example of Midcentury Modern design, the Fidelity Union Building was developed, designed, and constructed by the same team of professionals; the 21-story tower was designed by W.C. Hedrick and the 31-story tower designed by W.C. Hedrick and his partner, Nelson Stanley. It served as the corporate headquarters for Fidelity Union Life Insurance Company and was reportedly the largest home office life insurance building in the south when the original structure was completed.²⁷ With the tower addition in 1960, the combined building was also reportedly the largest in the state (in terms of square footage)²⁸ and again reflected the phenomenal success of Fidelity Union Life Insurance and positive economic outlook for both the company and the city. The addition housed the Dallas Chamber of Commerce and served as the organization's "poster property". It was also specifically selected by the Chamber because it was considered a high profile building containing some of the most influential companies in the city and state, including Fidelity Union Life Insurance Company and Texas Power and Light.

²⁷ *Dallas* 1953 (Vol. 32, April):10-11.

²⁸ *Dallas* 1961 (Vol. 40, April):24.

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Fidelity Union Life Insurance Building
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- Various Articles, Vertical file "B&I Fidelity Union Life Ins. Co."
- Various Articles, Vertical file "Bio—Collins, Carr P."

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Dallas 1951 (Vol. 30, January):33, 44.

Dallas 1952 (Volume 31 February):12-15

Dallas 1953 (Vol. 32, April):10-11.

Dallas 1955 (Vol. 34, April):9.

Dallas 1959 (Vol. 38, January):46.

Dallas 1961 (Vol. 40, April):4.

Dallas 1961 (Vol. 40, April):24-25.

The Dallas Morning News, "Building Shows Big March Hike," April 9, 1959, pg. 16.

The Dallas Morning News, "Dallas Struggles to Absorb Big Excess of Office Space," Sept. 11, 1960, pg 1.

"Agricultural Development" in 1953 report on TP&L. On file, TXU Business Services, Information Resource Center.

"General Offices of Texas Power & Light Company Moved into New Quarters Under Lease Agreement," Texas Utility News XXXI (No. 3, March) 1953. On file, TXU Business Services, Information Resource Center.

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: 1.2 acres

UTM REFERENCES	<u>Zone</u>	<u>Easting</u>	<u>Northing</u>
	14	706056	3629279

VERBAL BOUNDARY DESCRIPTION The building occupies lot R1 of block 233 in the Central Business District of Downtown Dallas.

BOUNDARY JUSTIFICATION The boundary encompasses the lot occupied by Fidelity Union Life Building, which is bounded by Bryan, Bullington, Federal, and Akard/Pacific streets.

11. FORM PREPARED BY (with assistance from National Register Coordinator Gregory Smith)

NAME/TITLE: Victoria Clow, based on local landmark and federal tax credit applications by Victoria Clow, Marhsa Prior, and Kate Singleton

ORGANIZATION: Cultural Resources Consultant

DATE: June 20, 2008

STREET & NUMBER: 6723 Lupton Drive

TELEPHONE: 214 354-3196

CITY OR TOWN: Dallas

STATE: Texas

ZIP CODE: 75225

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS

PHOTOGRAPHS (see continuation sheet Photo-27 – Photo-28)

ADDITIONAL ITEMS (See Figure-22 through Figure-26)

PROPERTY OWNER

NAME: Hamilton Fidelity, LP

STREET & NUMBER: 1310 Elm Street, Suite 140

TELEPHONE: 214 741-5100

CITY OR TOWN: Dallas

STATE: Texas

ZIP CODE: 75202

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Dallas Morning News, March 8, 1953

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

FIDELITY UNION LIFE INSURANCE CO.

Texas Leading Newspaper

Building Lifts Dallas Horizon

With the arrival of the first of the new Fidelity Union Life Insurance Building, Dallas gains a new landmark. The new building, which is the first of a new class of office buildings in the city, is the first of a new class of office buildings in the city. The new building, which is the first of a new class of office buildings in the city, is the first of a new class of office buildings in the city.

**STRONG BOARD
HELPS DIRECT
FIDELITY UNION**

The Fidelity Union Life Insurance Company's new board of directors, which is the first of a new class of office buildings in the city, is the first of a new class of office buildings in the city.

**Triple Benefit
Option Popular**

The triple benefit option, which is the first of a new class of office buildings in the city, is the first of a new class of office buildings in the city.

The Dallas Morning News

DALLAS, TEXAS, SUNDAY, MARCH 8, 1953

Part 8

Fidelity Union Story One of Sturdy Growth

The completion and dedication of Fidelity Union Life Insurance Company's new building, 20-story, 200,000 sq. ft., at 1001 Main St., is a landmark in the city's growth. The building, which is the first of a new class of office buildings in the city, is the first of a new class of office buildings in the city.

WELL-ROUNDED CITIZEN

Fidelity Union President Is Man of Many Interests

Carl F. Collins, president of Fidelity Union Life Insurance Company, is a well-rounded citizen. He is a man of many interests, including sports, music, and the arts. He is a man of many interests, including sports, music, and the arts.



CARL F. COLLINS

Skylines change with growing progress
FIDELITY UNION LIFE INSURANCE BUILDING



We of Inge-Hayman Construction Company are proud to have been selected by the Fidelity Union Life Insurance Company, Carl Collins, Sr., president, as general contractors to build this new building to house such notable institutions as the Texas Power & Light Company and others.

We salute with pride the owners and tenants of this newest of office buildings.

• skill • integrity
• responsibility in construction



INGE-HAYMAN CONSTRUCTION CO., INC.



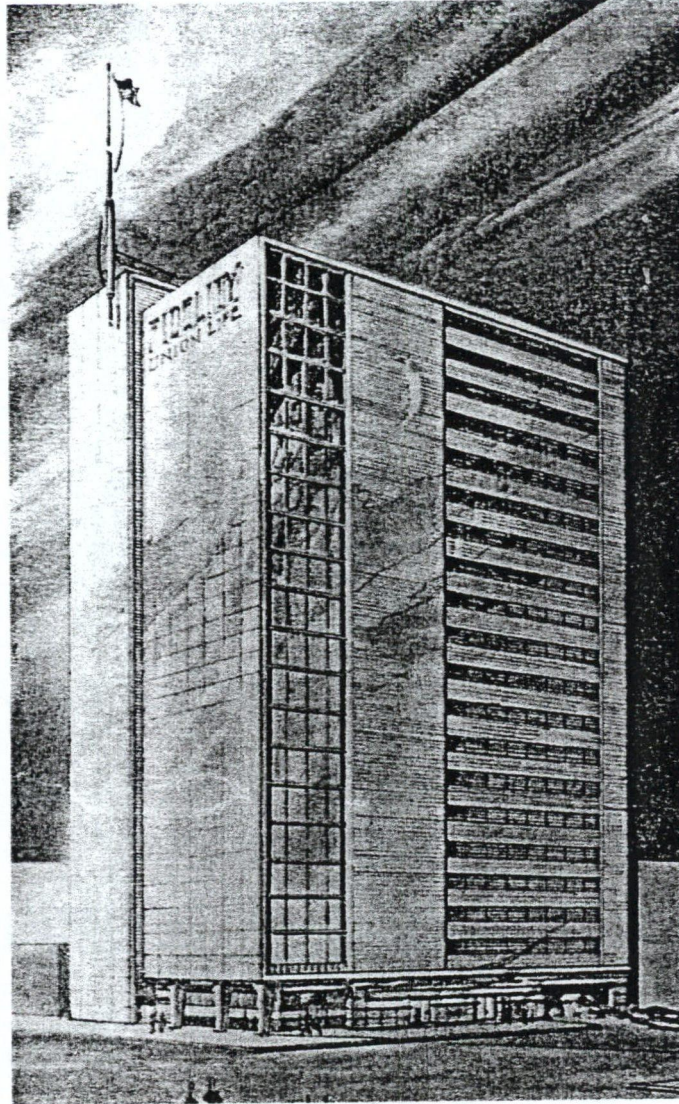
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section FIGURE Page 23

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Dallas Morning News, December 15, 1950



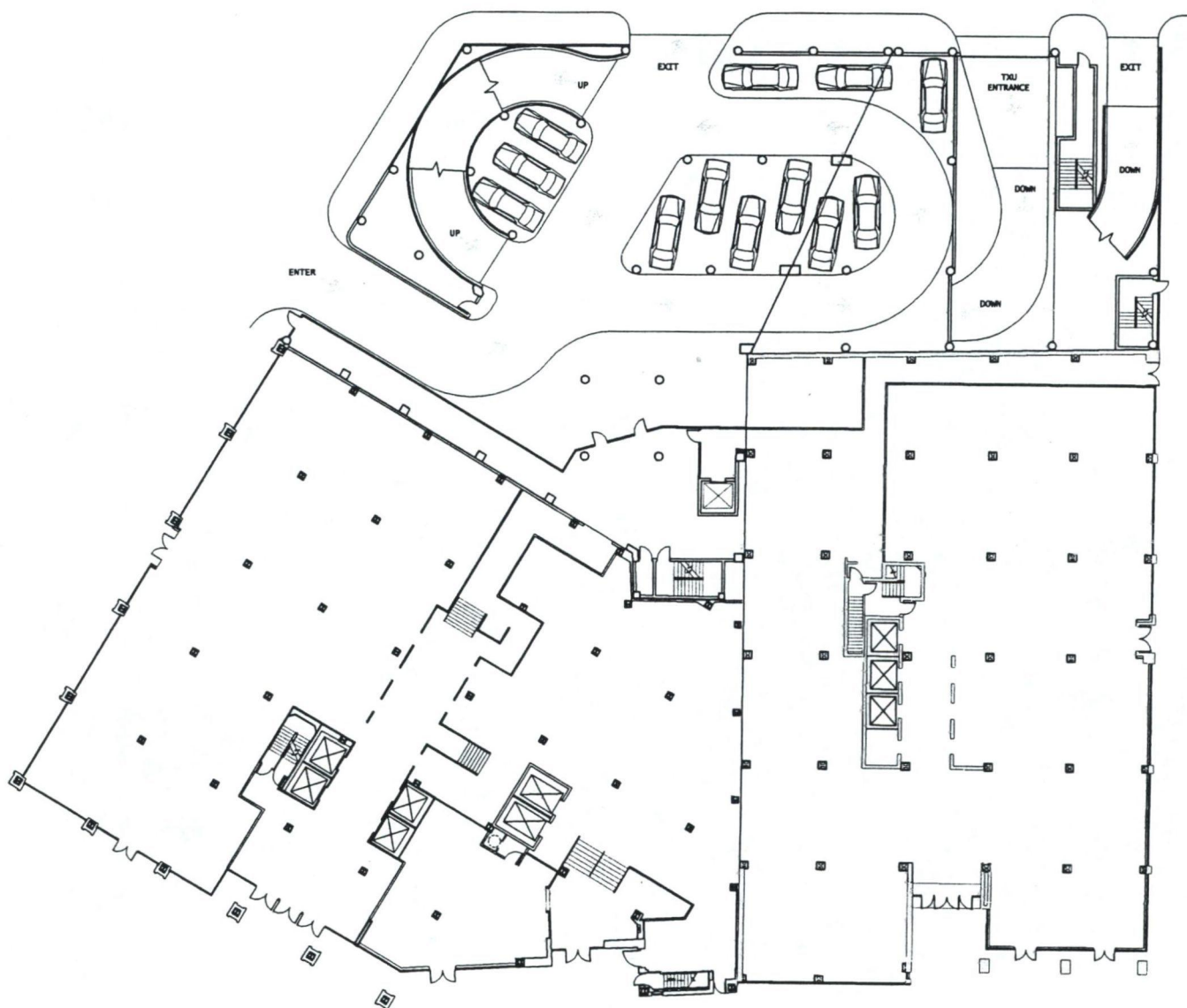
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section FIGURE Page 24

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building
First Floor Plan
No Scale



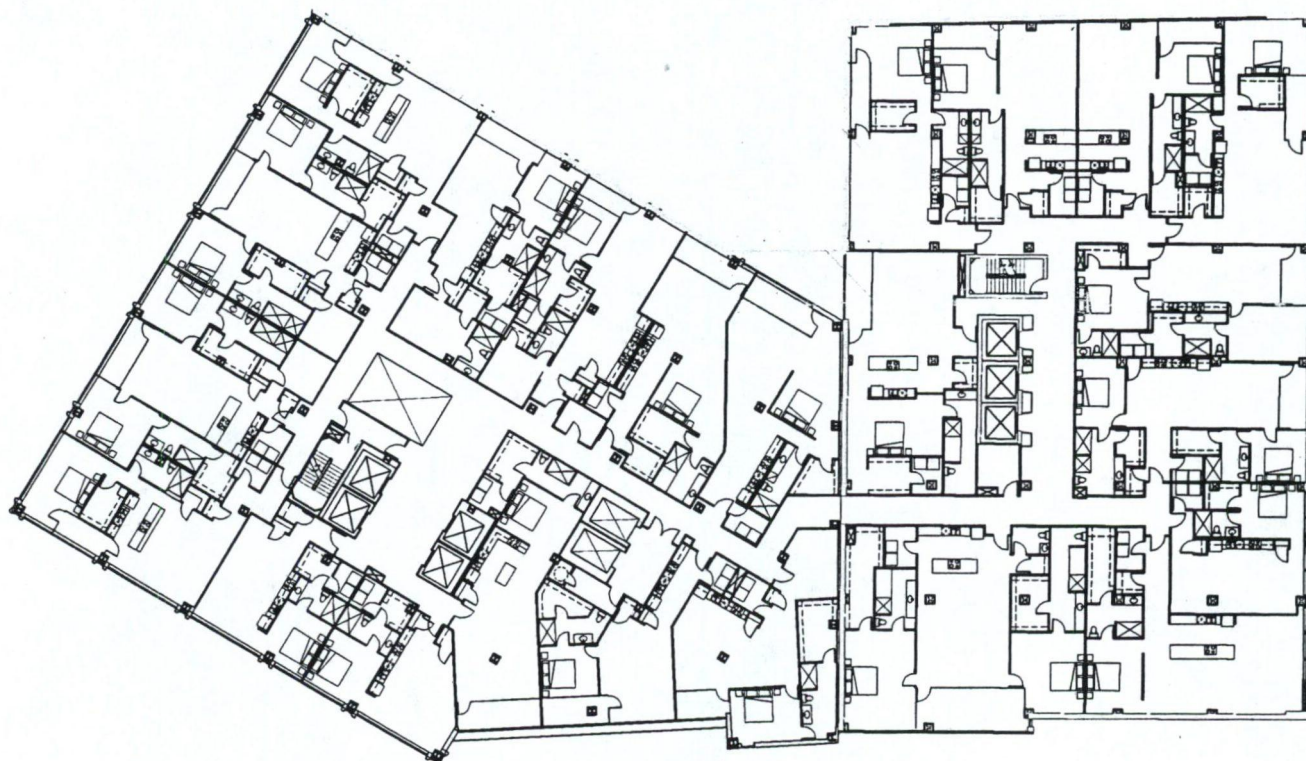
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section FIGURE Page 25

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building
10th – 20th Floor Plan
No Scale



United States Department of the Interior
National Park Service

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Continuation Sheet

Section FIGURE Page 26

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building
21st Floor Plan
No Scale



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section PHOTO Page 27

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building
Dallas, Dallas County, Texas

Digital files submitted to the THC and NPS on archival CDs

Photographs printed on Ilford paper with a Durst Theta Printer by BWC Photo Imaging, Dallas, Texas

Photo 1

1960 Tower Addition, southwest oblique

Camera facing northeast

Photographed by Victoria Clow

August 2008

Photo 2

1952 Tower, southeast oblique

Camera facing northwest

Photographed by Victoria Clow

August 2008

Photo 3

1952 Tower ground floor at sidewalk, south side

Camera facing west

Photographed by Victoria Clow

August 2008

Photo 4

1960 Tower Addition, northwest oblique

Camera facing south, down Akard Street

Photographed by Victoria Clow

August 2008

Photo 5

1952 lobby interior with elevator bays

Camera facing south

Photographed by Victoria Clow

August 2008

Photo 6

1960 lobby interior with elevator bays

Camera facing South

Photographed by Victoria Clow

August 2008

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section PHOTO Page 28

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Photo 7

Northwest oblique

Camera facing southeast

Photographed by Victoria Clow

August 2008

Photo 8

Aerial View, showing north and west façades

Photographed by Brian Barnaud

March 2008

Photo 9

Aerial View, showing south façade

Photographed by Brian Barnaud

March 2008

Photo 10

Aerial View, showing north façades

Photographed by Brian Barnaud

March 2008

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Fidelity Union Life Insurance Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 4/01/09 DATE OF PENDING LIST: 4/17/09
DATE OF 16TH DAY: 5/02/09 DATE OF 45TH DAY: 5/15/09
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 09000306

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: Y
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:

See Attached Comments

RECOM./CRITERIA Return

REVIEWER L. McClellan

DISCIPLINE HISTORY

TELEPHONE 202-354-2258

DATE 5/7/09

DOCUMENTATION see attached comments (Y)N see attached SLR Y(N)

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

Comments

Fidelity Union Life Insurance Building

Dallas County, Texas

Recommendation: Return for Revision and Add'l Documentation

This commercial building—the corporate headquarters for Fidelity Union Life Insurance Company-- was built in two stages: a 1952 21-story tower and garage and a 1959-1960 monumental, 31-story addition intended to add space for company and rental offices. In recent years it has been subject to rehabilitation and review under the federal tax incentives program. The building style is classified as “Mid-century Modern” and represents the work of the local firm of W. C. Hedrick and Nelson Stanley (later addition only). The striking use of blue-green ceramic tiles distinguishes the building which reflects the growth and prosperity that marked the insurance company as well as downtown Dallas in the post-World War II period. This building does not need to meet Criterion Consideration G since construction began in 1959 and was completed early in 1960.

Changes have been made to the interior to accommodate the new residential use, but the lobbies of both the original building and the tower addition have been returned to their original condition and display fine finishes including elevator hardware, terrazzo floors, and “Swiss” marble surfaces. The most noticeable changes, however, relate to new fenestration that has been introduced on several elevations, including the once-windowless south side of the 1952 building where the grid of limestone panels that sheathed the exterior from the 8th to 20th floors have been in part replaced by glass windows. A number of the inset louvered vents on this elevation have also been replaced by glass on this elevation.

The building has been nominated under Criteria A and C, and is described as possessing a high level of historic integrity. The numerous changes to the fenestration, however, greatly diminish the building’s representation as a good example of mid-century commercial architecture or the work of architect Wyatt C. Hedrick. For this reason, the property does not possess the integrity of design, workmanship, and materials required to meet Criterion C in Architecture. Despite these alterations, the building does retain sufficient integrity to convey its historic identity as the headquarters of Fidelity Union Life Insurance and meet Criterion A for its association with mid-20th-century commerce in Dallas. The nomination is being returned for 1) a more complete description of the recent alterations, and 2) a revision of the statement of significance dropping C as a qualifying criterion and architecture as an area of significance.

Description:

O Please describe the original and new fenestration on the south elevation of the original 1952 building (above the garage), noting in each case the number of windows added and the number of floors affected by the change.

O Please describe the recent addition of windows to the upper northeast and lower northwest elevations of the 1959-1960 tower, noting in each case the number of windows added and the number of floors affected by the change. Please identify and describe any other instances where fenestration has been altered or added.

O Please describe the original design of the garage and the changes that occurred to it, first at the time the tower addition was added in 1959-60, and recently in the building's conversion to apartments. Please address the addition of the spiral ramp on the north elevation.

O Please adjust the statement on page 7.8 (para 2) about the building's high degree of integrity of workmanship and design, and explain how changes to fenestration on the original building and 1959-69 tower, and changes to the garage have cumulatively affected the historic integrity of the Hedrick firm design. Also please correct the typo in the last paragraph: "exiting" should be "existing."

Statement of Significance

O Please revise the summary statement, and the statement of significance, dropping references to Criterion C and significance in architecture. (You will probably want, however, to retain the background information about the building's architectural history and designers.)

If you have any questions, please contact me at linda_mcclelland@nps.gov or 202-354-2258.

Linda McClelland

May 7, 2009



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: Fidelity Union Life Insurance Building, Dallas, Dallas County, Texas

DATE: March 19, 2009

- The following materials are submitted:

<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 checked="" type="checkbox"/>	Other: photograph CD

COMMENTS:

___ SHPO requests substantive review

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

Other:

(Oct. 1990)

**United States Department of the Interior
National Park Service**

REGISTRATION FORM

09 088 306



1. NAME OF PROPERTY

HISTORIC NAME: Fidelity Union Life Insurance Building

OTHER NAME/SITE NUMBER: Fidelity Union Life Insurance Tower; Mosaic

2. LOCATION

STREET & NUMBER: 1511 Bryan and 1507 Pacific Ave.

CITY OR TOWN: Dallas

VICINITY: N/A

NOT FOR PUBLICATION: N/A

STATE: Texas

CODE: TX

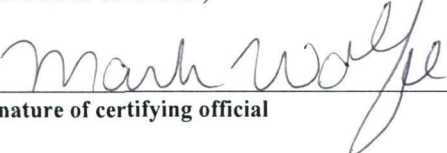
COUNTY: Dallas

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

8/12/09

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:

Signature of the Keeper

Date of Action

☒ 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): _____



9-29-09

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING	
	1	0	BUILDINGS
	0	0	SITES
	0	0	STRUCTURES
	<u>0</u>	<u>0</u>	OBJECTS
	1	0	TOTAL

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING: NA

6. FUNCTION OR USE

HISTORIC FUNCTIONS: COMMERCE/TRADE: Business

CURRENT FUNCTIONS: DOMESTIC: Multiple Dwelling

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: Other: Midcentury Modern

MATERIALS

FOUNDATION CONCRETE

WALLS STONE: Limestone; BRICK; GLASS; CERAMIC TILE

ROOF ASPHALT

OTHER

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-9).

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section 7 Page 5Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas**Description**

Located at 1511 Bryan Street, the former Fidelity Union Building is comprised of two towers (a 1952 21-story tower and garage and a 1959/1960 31-story tower addition). Developed, designed, and constructed by the same team of professionals, these two office towers are to be viewed as one entity and are internally connected. The 21-story tower was designed by W.C. Hedrick; the 31-story tower designed by W.C. Hedrick and his partner, Nelson Stanley. A regionalized example of "Mid-Century Modern," this property conveys the spirit and enthusiasm of a very important period in Dallas history. Conceived of as a corporate headquarters for Fidelity Union Life Insurance Company (but with multiple tenants), this building carried the promise of a new era in commercial real estate development and reflects a post-World War II building boom in downtown Dallas that generated a number of high-rise office towers constructed in the Mid-Century Modern style. At the time of its completion in 1952, the building was reportedly the largest home office life insurance building in the south.¹ With the tower addition in 1960, the combined building was reportedly the largest in the state (in terms of square footage).² Located in the center of downtown Dallas, the 21-story building is situated on a lot bounded by Bryan, Bullington, Federal, and Akard streets (see Figure 1). Bryan and Bullington streets serve as the primary façades with the parking garage facing Federal and Akard streets. The 31-story addition (536,330 gsf) faces Akard Street and Pacific Avenue and includes a garage for 800 cars. The physical address for the original structure is historically 1511 Bryan; however, the address of the tower, 1507 Pacific, is more frequently used. The combined building appears as two skyscrapers, due largely to the difference in height between the original "building" and the "tower addition." Over the years the shorter, 21-story facility, has been commonly referred to as "the building" and the taller, 31-story facility is known as "the tower."³ The building is now known as "Mosaic," a residential loft conversion project completed in December 2007. The building is located in close proximity to the Downtown Dallas National Register Historic District and is visually a contributing component of Dallas' collection of historic properties within the central business district.

Downtown Dallas⁴

The Dallas Central Business District (CBD) lies just east of the Trinity River and is encircled by a web of state and federal highways roughly delineated by the Woodall Rodgers Freeway on the north, Central Expressway (U.S. Highway 75) and the Julius Schepps Freeway (Interstate 45) on the east, the R. L. Thornton Freeway (Interstate 30) on the south, and the Stemmons Freeway (Interstate 35E) on the west. Three intersecting street grids meet within this network of freeways. Using the Trinity River as the western boundary, the initial streets were laid out at right angles to the river by John Neely Bryan in 1841 within a grid of eight north-to-south streets and twelve east-to-west streets. A competing survey for John Grigsby was laid out at forty-five degrees off the cardinal directions. A third survey for the Peters Colony laid out different sections, again utilizing the cardinal directions. These historical surveys resulted in an odd series of doglegged streets within the CBD. The path of the old railroad tracks, now serving light rail, enter the CBD along the western perimeter, paralleling the path of Interstate 35.

The Fidelity Union Building is approximately seven blocks east of the West End Historic District (NR 1978), approximately ten blocks east and two blocks north of Dealey Plaza (NHL 1993), and is immediately north of the Dallas Downtown Historic District (NR 2006). Numerous individually-listed National Register properties in the CBD include

¹ *Dallas* 1953 (Vol. 32, April):10-11.

² *Dallas* 1961 (Vol. 40, April):24.

³ *Dallas* 1959 (Vol. 38, January):46; Ann Midgett, Information Resource Center Manager, TXU, personal communication, 2004.

⁴ Adapted from *Dallas Downtown Historic District* draft National Register nomination, Lila Knight and Marcel Quimby, pp. 7-5.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 6

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

the Adolphus Hotel (NR 1983), the Dallas County Courthouse (NR 1976) and, and Union Terminal (NR 1975).

Fidelity Union Life Building

1952 tower (21-story building)

Designed in the Mid-Century Modern style, the office tower's skin is composed of Kasota limestone panels, with Malverne brick and trimmed in deep green granite and bands of natural anodized aluminum windows composing the balance of the materials. The Bullington Street, east elevation consists of granite-face pilasters and bases separating entries and large single and triple expanses of aluminum windows with a limestone belt above. This is followed by the second through the 21st floors, which are defined by four distinct vertical patterns of brick and glass. The first, southern most, vertical pattern is a continuous glass curtain wall to the full height of the building. Each floor is composed of four bays with three lights. The next pattern, roughly 20% of the façade, is clad in the face brick with no windows. The third pattern, which occupies about 40% of the face, includes a ribbon pattern of (5x4 foot) windows separated by face brick spandrels. The fourth pattern, encompassing less horizontal space than the other three patterns, is face brick with no windows. Face brick also covers the elevator and mechanical penthouses and a corporate apartment at the roof level. Cast stone coping separates the roof from the 21st floor.

The other primary façade, the south elevation facing Bryan Street, is divided by a louvered vent (now glass) that separates the elevation into two vertical planes. The first floor consists of granite facing divided at the east end by large aluminum windows and double and triple doors. The second floor through the mechanical/elevator penthouse (above the twenty-first floor), was faced in continuous limestone grid system of large square blocks. Each grid section consisted of limestone panels set at 3 panels wide by 3 panels high. The center 3 bays of limestone on the western end have been replaced with glass with one grid of remaining limestone on either side. The western most plane, where the windows were inserted, was 5 grids wide by 28 grids high. The new windows occupying the center three grids start from the 8th floor and run through the 20th floor. Black 1/2" frit lines in the glass line up with the grid lines in the limestone so the glass pattern corresponds to the limestone joint pattern maintaining the architectural rhythm of the original building skin. The windows are in the same plane as the limestone maintaining the continuity and flatness of the original façade to achieve a compatible but clear differentiation between the historic and new components. Two vertical sections of vent louvers, which extended between the vertical projections in the façade, were replaced with glass starting at the 8th floor. These alterations were the subject of local landmark commission and Federal Tax credit design review.

The rear façade comprised of the north and northwest elevations; this abuts the nine-story parking garage. The north elevation, from the top of the parking garage to the 21st floor replicates the continuous ribbon pattern of windows visible on the east elevation; these window bands are separated by bands of face brick. The northwest façade was relatively stark in appearance and is similarly attached to the parking garage. Above of the parking garage, the northwest elevation had a plane brick wall with no windows and two rectangular mechanical vents per floor. To meet code requirements, recent changes from floors 9 to 20, included new horizontal bands of aluminum framing cut into this façade where the vent grills were originally located. The new continuous bands of windows terminate at the outer edge where the vent grill openings extended, thus leaving a brick vertical border along the north edge of this façade.

The abutting parking garage is a nine-story cast in place concrete structure. A cork screw auto access ramp, believed to be original, provides multi-level vehicle access. The parking structure has exposed cast in place structural elements, including square concrete beams and round columns. The original guard rails are concrete and originally extended along

United States Department of the Interior
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Continuation Sheet

Section 7 Page 7

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

the full façade of the garage.

The interior of the 21-story building was largely occupied by office space. As such, most floors reflected typical office interior finishes that were repeatedly altered over the years to serve tenant needs. The first floor, however, contained a small lobby appointed in Swiss marble wainscoting and green terrazzo floors. For many years these materials were obscured by faux cooper wainscoting and a vinyl tile floor. The original materials have been revealed with the area now serving as an elevator lobby to residential apartments located on the upper floors of the original building.

1960 Addition (31-story tower)

By 1959, Fidelity Union's investment company, Mayflower Investment, had determined that the success of the insurance company, as well as its major tenant (Texas Power & Light), warranted a new high-rise tower that would serve as an addition to the 21-story building. Designed again by Hedrick, who had since formed a partnership with architect Nelson Stanley, the new tower's design complemented that of the original structure with blond brick spandrels trimmed in green mosaic tile-wrapped perimeter columns interrupting bands of natural anodized aluminum framed windows (on the Akard, Pacific, and Federal street façades). The only façade to differ from this pattern occurs at the intersection of Bryan and Pacific, where instead of blond brick spandrels, green mosaic tiles divide the bands of anodized aluminum windows. A true addition to the original 21-story structure, all of the floors are in vertical alignment creating large shared floor plates.

Completed in early 1960, the tower included additional office tenant space, as well as a new cafeteria, snack bar, and shopping facilities, an expansive mail room, and a high-velocity condensed air system. The cafeteria was located between the entry lobbies of the main building and tower; this space is now occupied by a restaurant. In general, the tower's finish out was of better quality than the original building due to increased funds and availability of materials. This was evident in the larger lobby area which included marble wainscoting, terrazzo floors, and grand elevator bays.

Like the original building, the interior upper floors of Fidelity Union had been substantially altered over time. The configuration and finishes of the main lobby, however, was intact. This included marble finishes, elevator hardware, and terrazzo floors which continue to grace the main lobby of the building.

Interior

In the lobbies of both towers all of the critical historic finishes remain intact and were restored to their original condition, including the granite flooring and marble stone finishes.

Floors two through eight contain includes the parking garage. A portion of the garage roof has planters constructed on it for landscaping elements. The garage roof also includes a public resident area with the apartment complex pool and a plaza. Floor eight contains the first residential units as well as the public resident amenity room. Eight through thirty-one contain residential units and have polished concrete floors with some exposed structure and no remaining finishes. The original existing window sill framed areas and mechanical systems were removed, as was all existing electrical, plumbing, HVAC system and all interior finishes. New drywall framing and furring areas were added to the exterior window wall areas, and to form the demising walls between the new residential units. In the reconstructed apartment units all electrical, fire sprinkler, HVAC duct and plumbing is concealed within finished surfaces except in the utility/mechanical closets. The predominant material is drywall with accents including mosaic tile, laminates, wood and metal. Doors are wood in hollow metal frames. The solarium walls are full height glass. Most floor plans are open and

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 8

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

ceilings have multiple planes organized to reflect the floor plans. The original exit stairs remain in both the thirty-one and twenty-one story buildings. They were re-finished and modified as required to accommodate the removal of ACM, the installation of a fire protection system, and compliance with Codes and ADA. Art installations created from artifacts found throughout the building pre-construction have been placed on several floors in the corridors. There are approximately 23 residential units per floor on floors 8 through 21 and approximately 14 on floors 22 through 31. The parking garage contains approximately 650 stalls.

Rehabilitation and Present Condition

After TXU's departure, Fidelity Union sat vacant and largely underappreciated despite its edgy Mid-Century design and prominent central business district location. At that time, much of the interior had been modernized with more contemporary (1970s-1990s) office finish out. The only substantially intact interior public space was the tower's original lobby which retained its marble wainscoting, elevators, and terrazzo floors. The 1952 lobby, on the other hand, was concealed by faux finishes and tile flooring which obscured the original historic fabric. The exterior had also been altered with the installation of reflective tenting on most or all windows and the form of the exterior columns had been modified.

As part of the recent rehabilitation/conversion, Fidelity Union is now known as "Mosaic," in tribute to the original design, for the millions of blue-green ceramic tiles which line the building's exterior. The following text provides additional detail on the adaptive rehabilitation of the building documenting its conversion from office to residential use.

From 2005-2007, Fidelity Union was the subject of one of the city's largest rehabilitation/ residential conversion projects with the project exceeding over 1.1 million square feet and requiring \$107 million in capital. Both the original 1952 building and the 1960 tower addition were readapted for residential use that netted approximately 440 loft apartments averaging 1,235 square feet in size. Much of the first floor, including the former cafeteria, was adapted into retail space. Appropriately, the cafeteria was transformed into a new restaurant destination that retained the space's character defining openness and high ceilings. Both first floor lobbies were also retained and restored to their historic appearance for shared resident access to apartments on the upper floors. In the 1952 lobby, which is smaller than the 1960 lobby, the original marble and floor finishes were revealed. These areas, the granite floor and marble walls in the entry and elevator lobbies, were fully protected during construction and repaired where necessary. The wall covering that concealed the original marble wall surface and the mastic were removed and the historic surface restored. All of the items in the elevator and entry lobbies were preserved and retained except the wall mounted ashtrays. Since the historic height of the call buttons was set too high to meet ADA standards, they were lowered. The historic elevator signs were modified to reflect the actual floors served. Not all elevator bays in the lobbies were required for tenant use; these bays however, were retained and have been left open with tenant services inside (including a stand up tanning bed and a bank teller machine). Extensive effort was required to restore and repair the existing exterior of the building on all facades from the ground up. Original limestone walls and blonde Malverne Brick were cleaned and re-pointed where mortar had deteriorated. At the street level the façade consists of a lower band of green marble and aluminum framed doors. Original storefront, doors, marble panel surfaces and soffits were preserved, cleaned, repaired and re-pointed. All work was done as required in accordance with the Secretary's Standards.

The original first floor columns were returned to their original curvilinear form. Broken or damaged mosaic tiles replaced, in kind, where required. The ribbon windows encircling the building were preserved and original storefront framing was cleaned and re-caulked as required where it meets adjoining surfaces. All of the non-original filming was also removed from glass surfaces. Where approved by Federal Tax credit program review, sections of the curtain wall framing at each floor was modified to have operable glass sections allowing each residential unit to have at least one operable window to meet the make-up air requirements of the HVAC system. All operable areas of framing and glass

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 9

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

match the adjacent existing curtain wall system in size of framing members and size of glass panels. These operable window sections closely resemble the original operable window elements at this curtain wall area, which were removed previously.

The formerly windowless south façade on the 1952 building was adapted to allow light into interior units and maximization of use of the immense interior floor plate. A glass curtain wall system now occupies the center three grids starting from the 8th floor and running through the 20th floor as described in the primary physical description. These center windows are set into a pattern of one grid of remaining limestone on either side. The glass pattern corresponds to the limestone joint pattern maintaining the architectural rhythm of the original building skin. Louvered vents were also correspondingly adapted.

On the rear of 1952 building where it abutts the parking garage, from floors 9 to 20, new horizontal bands of aluminum framing, was cut into this façade where vent grills originally punctuated the wall. The new continuous bands are 4'6" tall and 44' long with mullions spaced at 3'8". The ribbon windows terminate at the outer edge of where the vent grill openings extended, thus leaving brick vertical border along the north edge of this façade.

Similarly, for the tower addition, new sections of windows have been cut into the brick skin to meet code requirements and provide natural light. This is the section of the façade that is just about the parking garage, where the first few floors of which were originally void of openings. The bands of windows were installed following the pattern of the existing windows, which occupy six bays of each floor. The new windows were intentionally differentiated by not extending the ribbon pattern all the way to the mosaic tile columns such that there is a small brick edge between each bay of windows and the columns. Similarly, the new fenestrations are one foot higher than the original window bands on the upper floors of this elevation. In addition, the mullin pattern differs from the historic windows above since the five-lights are narrower on the lower windows due to the small bay width. The new sections of glass have verticals 3'6" at floors nine through 12. Floor eight, not visible from the street, has increased height glass.

The nine-story cast in place concrete parking garage has one (likely) original cork screw auto access ramp. A second cork screw ramp for egress was added to the two east bays of this structure. New guardrails were also installed here; the original concrete guardrails were retaining reaming proportions of the garage. The top of the garage was converted into a residential amenity area.

As described above, the rehabilitation of this property, due in part to its Midcentury design and modern code requirements, was a challenging historic preservation project. Intense effort to adapt Fidelity Union Life Building from office to residential, required careful consideration of meeting modern livening requirement and the architectural character of the original building, particularly the dichotomy between the 1952 and 1960 sections of the property. To achieve this, it was necessary to sensitively address the issue of windowless sections of the building. Great care was made to ensure that all alterations were discernable but compatible, meeting the Secretary of the Interior Standards. These changes did reinterrupt the original premise of Hedrick's design which was oriented toward the development of an office facility, not a residential. Despite alterations, significant components and character defining features of Hedrick's design are still evident, particularly as the relate to the economic transition that occurred between the design of the original 1952 building and the tower which is described in detail later in this nomination. In summary, while the building has been readapted for new use, it retains sufficient integrity to consider eligible for listing on the National Register of Historic Places.

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 VALUES, 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: NA

AREAS OF SIGNIFICANCE: Commerce

PERIOD OF SIGNIFICANCE: 1952-1960

SIGNIFICANT DATES: 1952, 1960

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: Hedrick, Wyatt C. (1952 tower); Hedrick, Wyatt C. and Nelson Stanley (1960 addition)

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-10 through 8-19).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-#).

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:

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Fidelity Union Life Insurance Building
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Statement of Significance

The Fidelity Union Building, in Dallas, Dallas County, Texas, is significant for its association with a highly successful and innovative insurance company that contributed to the commercial growth and development of Dallas through the mid-20th century. The original 1952 tower represents the economic transition that occurred locally and nationally after World War II, as major Texas cities became nationally-important business centers, while the tower addition, completed in 1960 represents a continuation of the postwar economic boom in downtown Dallas. The combined building was the largest in the state of Texas in terms of square footage, and architecturally, it is a continuation of the original building's Midcentury Modern design executed by the same architect, Wyatt C. Hedrick, with his new partner Nelson Stanley. Differences between the original building and the tower's design (most notably the inclusion of more windows and greater size) are directly related to the increased availability of materials and funds in the growing economy of the late 1950s. The building is significant under Criterion A in the area of Commerce, with a period of significance extending from its construction in 1952 through 1960, when the tower addition was completed. Construction of the building's tower commenced in 1959, and was completed in 1960, and therefore, the building need not meet criteria Consideration G.

Fidelity Life Insurance Company

The Fidelity Union Life Insurance Company was chartered in 1927 by Carr P. Collins, Sr., and business partner, William Morriss. The Fidelity Union Life Insurance Company began its operations in the "Bailey and Collins Building" on Browder Street in Dallas. Not long afterwards, it was moved to a 12-story building at 1000 Main Street. By 1930, Collins and local businessmen Robert L. Thornton had joined forces to build the Wholesale Merchants Building at 912 Commerce Street. Upon its completion, Collins moved his insurance company to the Commerce property where it remained until the 21-story Fidelity Union Building was constructed twenty-three years later. Collins served as president from 1928 to 1933. He then became chairman of the board with Earl B. Smyth serving as president.⁵

Upon the death of Earl Smyth, Collins returned as president in 1943 and pursued an expansion program that resulted in a 23% increase by 1946. Three years later, he had nearly tripled the size of his company. Between the years 1942 to 1952, annual sales records at Fidelity Union had risen from \$2,825,660 to \$40,185,617.⁶ This success led the company to announce their plans to erect a new office for its headquarters in December 1950. By the time the Fidelity Union Building held its formal grand opening in March 1953, the insurance company was celebrating 25 years of success and boasting \$138,000,000 of insurance in force, thus making it one of the leading insurance companies in the nation.⁷

Throughout the remainder of the 1950s, Fidelity Union Life Insurance Company continued its remarkable growth under the leadership of both Carr P. Collins, Sr., and his son, James M. Collins, who was appointed president in 1954. One of the keys to the company's success was a marketing concept developed by Carr Collins, Sr., whereby, policyholders were grouped according to common insurance needs, i.e., school teachers or college graduates. Each group was then specifically targeted with advertising that was relevant to that particular group. Collins even grouped "total abstainers"

⁵ Neville, D., *Carr P. Collins: Man on the Move*, Park Press, Dallas, 1963:100-101, 137. Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Story One of Sturdy Growth," On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

⁶ Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

⁷ Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

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(of alcohol) together, arguing that they were “the best insurance risk.” When implemented in 1953, Fidelity Union was the only company offering special insurance to abstainers. Collins’ marketing strategy paid off. During the first quarter of 1955, sales had increased by 40% over the previous year. Fidelity Union capped the decade with an insurance force valued at \$485,348,457.⁸ This success led, in part, to the construction of the 31-story tower addition (to the original 21-story building), which began in 1959 and was completed by 1960.

The completion of this major addition in 1960 Fidelity reflected the phenomenal growth of the insurance industry during the period and contributed to the commercial development of downtown Dallas, which was experiencing a building boom after World War II. As one of the top 20 insurance companies in Dallas, Fidelity Union ranked fifth in assets (\$51,808,589) in 1959, following Southwestern Life, Southland Life, Republic National, and Reserve Life. The combined total in assets for Dallas’ top 20 companies was \$1,194,571,845. That same year, Fidelity Union ranked fourth in the city for the value of its insurance in force (behind Republic National, Southwestern Life, and Southland Life) with \$485,348,457. The total value of insurance in force for the city’s top 20 companies came to \$7,925,423,652. By the early 1960s, the insurance industry was touted as being one of the city’s “most dynamic” economic industries and Dallas was ranked fourth in the nation as a leading insurance center.⁹

Fidelity Union’s prosperity and association with the Collins’ family continued until the late 1970s. In 1979, under the leadership of Michael Collins (son of James M. Collins, and grandson of Carr P. Collins, Sr.), Fidelity Union had nearly \$6.5 billion of life insurance in force and \$600 million in assets. That same year, the company agreed to sell the Collins family’s controlling interest and remaining shareholders’ stock, for \$370 million, to Allianz of America, Inc. (a subsidiary of the German company, Allianz Versicherungs A.G.—the largest insurance company in Europe). With the business now sold, the Fidelity Union Building was transferred to a London-based company, J. Henry Schroeder Bank & Trust Company, on behalf of foreign investors for \$45 million.¹⁰

Texas Power and Light

The other primary tenant of the 21-story building and later the tower addition was Texas Power and Light (TP&L), which continually leased space in the building from 1953 until 1995. TP&L, having previously occupied space in the near-by Interurban Building, held a 99-year lease for the top nine floors of the Fidelity Union Building.¹¹ It also occupied a significant portion of the tower addition when it was completed seven years later. In fact, the tower was constructed, in part, because of the growth and space requirements of TP&L.

TP&L played a major role in the utilities industry, and by the 1930s had grown to become one of the largest utilities companies in the state. In recognition of its valuable contribution, TP&L received the electricity industry’s highest award, the Coffin Award, in 1954 just one year after it had established its headquarters in the Fidelity Union Building. During a

⁸ *Dallas* 1955 (Vol. 34, April):9, 1961 (Vol. 40, April):4; “Abstainers From Alcohol Rate Special Dividends.” On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file “B&I Fidelity Union Life Ins. Co.”; Ftacek, J., “Fidelity Union Life Insurance.” *The Handbook of Texas Online*, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002.

⁹ *Dallas*, April 1961 (Vol. 40, April):24-25.

¹⁰ “Fidelity Union looks ahead to linkup with Allianz,” “Fidelity Union holds acquisition talks,” Fidelity Union Life talks acquisition,” “German firm Oks purchase of Fidelity Union stock,” “German firm makes giant offer for Fidelity Union,” “Fidelity, Allianz sign pact.” On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file “B&I Fidelity Union Life Ins. Co.”

¹¹ “Fidelity Union Life to Move Saturday.” On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file “B&I Fidelity Union Life Ins. Co.”; “Fidelity Union Life New Building Ready.” On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file “B&I Fidelity Union Life Ins. Co.”; “General Offices of Texas Power & Light Company Moved into New Quarters Under Lease Agreement,” *Texas Utility News* XXXI (No. 3, March) 1953. On file, TXU Business Services, Information Resource Center.

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luncheon held in TP&L's honor, the company was praised for making "the most distinguished contribution to the convenience of the public and benefit of the industry" and was specifically cited for its contribution to agricultural development. Farm service advisers at TP&L held meetings with individual farmers to make them aware of the benefits of electrical service, helping them to become more profitable.¹²

Another important tenant to occupy space in the tower addition was the Dallas Chamber of Commerce, which moved its offices into the addition in May of 1960. They occupied the third floor of the 31-story building, approximately 13,000 square feet. During the early 1960s, the Chamber of Commerce was the country's largest Chamber in terms of number of members. Its members included the financial, economic and political leadership of the city of Dallas. The Chamber often defined the direction of city government and growth through its actions, political influence and overt boosterism. Several mayors, including R.L. Thornton and Erik Jonsson, cofounders of Texas Instruments, served on the Board of the Chamber. The following are examples of the leadership in the Chamber who were major leaders in business and industry in Dallas and in Texas.

- John William Carpenter-- Carpenter served as president of the Dallas Chamber of Commerce for two terms, chairman of the board of the Southwestern Legal Foundation, vice president of the State Fair of Texas, a director of the National Safety Council and the Southwest Research Institute, and chairman of an organizing committee that established the National Conference of Christians and Jews in the Southwest. In an advisory capacity he worked with the United States Chamber of Commerce Southwestern Business Council, the Edison Electric Institute, the Southwestern Regional Committee of the National Association of Manufacturers, and the National Rivers and Harbors Congress. From 1949 to 1953, he was chairman of the board of TP&L.
- Robert Cullum was president of the Dallas Chamber of Commerce and in 1964-65 was one of three negotiators responsible for the Dallas-Fort Worth International Airport.

In addition to the Fidelity Union Life Insurance Company and Texas Power & Light, early building tenants included: Eppler, Guerin & Turner; Ruthrauff & Ryan, Inc.; Shearson-Hammil & Company; Lord Manufacturing Company; Texas Heart Association, Inc.; Jack D. Collins; Dallas Heart, William Wallace Company; Skiles Employment Agency; LeRoy Robertson Oil Company; W.B. Walls; Chancellor & Wood; Horace B. Houston; Catholic Diocese of Dallas; Arnold H. Bruner & Company; Texas & Pacific Railroad; Jones-Laughlin Steel Company; Odenat, Herndon & Franklin; The Wyatt Company; H. Zindoe & Associates; A.W. Hutchings; Charles Doheny; Hamilton Management Corporation; Jim Dorsey; Thos. Cook & Son; and Jerome K. Crossman.¹³

Contribution to the Growth and Development of Dallas

The history of the Fidelity Union Life Insurance Company reflects all the major trends prevalent in the post-war era of Dallas' economic development. Since acquiring a Federal Reserve Bank in 1914, Dallas had grown rapidly in esteem as a center for financial enterprises. In 1921, when the Federal Reserve Bank was relocated downtown to 400 Akard Street, the building joined a growing host of Main Street banks of raw but formidable working potential.¹⁴ By 1920 Dallas was

¹² "TP&L Gets Honor for Achievement." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Texas Power & Light (1)"; "Agricultural Development" in 1953 report on TP&L. On file, TXU Business Services, Information Resource Center.

¹³ "Fidelity Union Life to Move Saturday." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Life New Building Ready." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

¹⁴ Lila Knight and Marcel Quimby, Davis Downtown Historic District National Register Nomination Form, 2002.

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considered the regional center for banking, finance, and insurance for all of North Texas. No doubt, this climate was very much still in evidence in 1927 when the Fidelity Union Life Insurance company was founded by Carr P. Collins, Sr. and William Morris. The corporation's formation, moreover, originally went largely unmarked. In 1927, it was only one of 364 new businesses created in the calendar year, and only one of 1,552 created in Dallas in the span between 1926 and 1928.

Since at least 1910, skyscrapers had been sprouting up with frequency in downtown, and the need to keep the Dallas skyline from stagnating had been repeatedly expressed. Since the creation of the mammoth Mercantile Bank Building in 1942, derisively dubbed "Dallas' Battleship" for its use of steel during war time, something of an arms race had been going on in the Central Business district. It was this spirit, this will towards larger and more modern that gave birth to the Fidelity Life Insurance Building and the twenty-four other major buildings that were added to the skyline of the Central Business district during the immediate post-war period.

The 1952 Fidelity Union Life building was one of the first major skyscrapers to be built in downtown Dallas after World War II. Its massive 325,000 square feet of floor space (garage included) amounted to over half the square footage completed in downtown in 1952 (460,210 sq ft.) and was more, by itself, than the total completed in 1951 (232,133 sq ft.). Its total square footage was also more than the amounts completed in 1947 and 1948 combined. Other monumental building projects to follow Fidelity's lead included the Republic Bank building (1954), which was built a half-block away with a then staggering 615,000 square feet of floor space. The cumulative square footage for buildings in 1957 and 1958, 1,221,000 square feet and 1,625,000 square feet, respectively, stand in sharp contrast to earlier years and clearly illustrate the change in architectural perception and the direction of construction in Dallas.

In 1959/1960, when the tower addition was completed, the combined square footage of the 21-story and 31-story facility enabled Fidelity Union to vault back into the leading position as the largest building not only in Dallas but in all of Texas (in terms of square footage).¹⁵ In other words, prior to the addition, the 21-story facility had been dwarfed by other mid-1950s buildings; thus, the tower addition propelled the Fidelity Union facility back into the forefront of the most modern, physically prominent, and key buildings in Dallas and the state. The combined building was the largest in the state of Texas in terms of square footage. In Texas, as perhaps in no other place, biggest is viewed as best and attests to the critical importance that the addition conferred on the original 21 story structure.

This trend of development was typical of what was occurring nationally. In the early to mid 1950s, the economic climate was one of cautious optimism. Post War material shortages, recession, and military conflicts such as the Korean War and the start of the Cold War, resulted in a more conservative approach to major projects like the construction of large office buildings. But as the decade came to a close, there was a decided shift in the mood of the country with the anticipation of the "widely-heralded decade". Material shortages were no longer an issue. Inflation and high interest rates that had complicated the availability of credit and funds earlier were markedly improved. Pent up demand for new facilities began to be realized after 16 years of Depression and war. This change in climate is best evidenced in 1959, when construction work (completed and planned projects) reached record levels nationally.¹⁶

The construction of Fidelity Union Life building closely followed this trend. The first building (21-story) was built in a growing economy that was still somewhat restricted by material availability and credit shortages of the post war period.

¹⁵ *Dallas*, April 1961 (Vol. 40, April):24.

¹⁶ "Sighting the Sixties" Special Report in *Architectural Record*, November 1959, pgs. 8-c, 8-e.

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Despite these obstacles, the large 21-story building was erected. Nine years later, the construction of the addition was made possible by the continued growth of the economy and the success of Fidelity Insurance as one of the leading companies in the insurance industry. Locally, there was the perception that if you building, they [businesses] will come.

The addition towered over its predecessor and was conceived and designed without the restrictions that had limited other buildings, like the 1952 building, just a few years before. Specifically, the 1960 addition was substantially larger in size and shows a higher level of design due, in part, to the availability of materials and funds. Nevertheless, the addition and the original became one, for they shared several elements: (1) the same architect; (2) the same owner-client; and (3) they were functionally unified being side by side, having the same floor levels and sharing internal systems. The shared floor levels between the original building and the addition was an attractive feature that allowed tenants who desired larger single-floor areas to occupy up to 34,000 square feet of space (utilizing same floor space in both buildings). As a consequence, the combined facility was considered locally as a single building that had merely been built in two stages over a brief span of time.

The tower addition accounted for almost one-fifth (four million) of the over \$20 million volume in new construction for the city of Dallas in 1959.¹⁷ Interestingly, when the tower opened, Dallas was on the verge of overbuilding with the result being an excess of office lease space. This was a new problem for a city which had suffered for years from a lack of office space. With the improved economy, large companies began to vacate rented space to build their own. At the same time, newer buildings like Fidelity Union's tower also attracted tenants away from older buildings, like the Kirby Building. In fact, Fidelity Union's mammoth addition was reported to be the "straw that broke the camel's back" in a *Dallas Morning News* article dated September 11, 1960.¹⁸ In support of the new tower, Fidelity Union Life Insurance Executive Vice President Charles S. Sharp noted in the same article that:

"In order to justify a new building of this size, more than 600,000 square feet, we had to be competitive. We had to do a selling job in a highly competitive market. At present we are 90 percent leased. We cut the cost of our rental considerably under the cost of some of the older buildings and have gotten many Class "A" tenants... We have numerous tenants that have taken whole floors. But we've got a better product for a better price and we intend to fill it (the building)."

This excess of office square footage was expected to be a temporary problem for a growing city like Dallas. This belief was likely held by one of the tower addition's new tenants, the Dallas Chamber of Commerce which moved onto the third floor in May of 1960. The Chamber, which had considered constructing its own facility, instead selected the combined building because it was the best example of Dallas' economic success to date and provided "more efficient and economical service to members [of the Chamber]".¹⁹ The Chamber used the new facility to attract new businesses to Dallas by drawing attention to its latest and most modern buildings, the Fidelity Union Life building. The building's association with some of the most influential companies in the city and state (such as Fidelity Union Life Insurance Company and Texas Power and Light) likely contributed to Chamber's decision.

¹⁷ "Building Shows Big March Hike," *The Dallas Morning News*, April 9, 1959, pg. 16.

¹⁸ "Dallas Struggles to Absorb Big Excess of Office Space," *The Dallas Morning News*, September 11, 1960, pg 1.

¹⁹ *Dallas*, April 1961(Vol. 40, April):22.

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Association with Carr P. Collins

Carr P. Collins, Sr., born 1892 in Chester, Texas, began his career in insurance in 1913 when he became the first secretary for the Industrial Accident Board. That same year, he moved to Dallas, at the age of 21. In 1927, Collins and William Morriss each put up \$100,000 to charter the Fidelity Union Life Insurance Company. Initially, the company did not fare well, but Collins, confident that he could make it succeed, offered to buy Morriss' share for the original \$100,000 that he had invested. After buying out his partner within a year, Carr Collins, Sr., went on to parlay his insurance company into a multi-million dollar business.

An astute businessman, Collins pursued other economic ventures throughout his lifetime. He served on the board of directors for the First National Bank in Dallas and the Dr. Pepper Bottling Company. He also helped organize the Vent-a-Hood Company. However, his most interesting business venture—and one that garnered him both fortune and fame—was his foray into the lucrative health field during the 1930s. Tapping into the national interest in the therapeutic benefits of natural spring waters, Collins sold dehydrated crystals from the springs at Mineral Wells, Texas, selling them as Crazy Crystals. When mixed with water, the crystals were supposed to act as a laxative. The venture was quite successful with Collins selling over \$3 million in crystals a year. The Pure Food and Drug Administration, however, were not convinced of their therapeutic value, and hence, claimed the product to be fraudulent.²⁰

The success of his businesses, in particular Fidelity Union, permitted Collins to become a prominent philanthropist who played a major role in the growth and development of Dallas. With a deep concern for education, health, and his beloved city of Dallas, Collins supported numerous organizations. He contributed financially to Baylor University Medical Center, Dallas Baptist College, Bishop College, the Salvation Army, the YMCA, Presbyterian Hospital, the Wadley Institute of Molecular Medicine, and supported cash awards from the Texas Institute of Letters. Collins played a major role in interracial relations, especially during the 1960s when the city began desegregation. Serving on the Interracial Committee, Collins had a major influence on the development of the African American Hamilton Park housing community. He was named Headliner of the Year by the Dallas Press Club in 1959. In 1972, Collins was presented with the prestigious Linz Award in recognition of his many contributions to the city of Dallas.²¹ Collins died January 17, 1980.

In addition to Carr P. Collins, the former Fidelity Life Union Building is associated with his son, James M. Collins. James served as president of Fidelity Union Life Insurance from 1950 to 1964 when he resigned to successfully run for U. S. Congress.

Architect Wyatt Hedrick and Midcentury Modern Design

The 21-story Fidelity Union tower was one of the earliest skyscrapers built in Dallas after World War II and helped to establish the trend toward Mid-Century Modern architecture in downtown Dallas. Noted local architect Wyatt Cephas Hedrick was chosen to design the 21-story building and later the tower addition. Hedrick, a Virginia native, formal education included a Bachelor of Arts degree from Roanoke College in Salem, Virginia, in 1909 and an engineering degree from Washington and Lee University, Lexington, Virginia, in 1910. He moved to Texas in 1913 at the age of 25

²⁰ Green, G.N., "Collins, Carr P." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002.

²¹ Green, G.N., "Collins, Carr P." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002; "Tribute to Collins," "Collins Receives Linz Award," "Medical Philanthropist Collins Gets Linz Award," "Carr P. Collins rites set," "A Builder for People," "Noted philanthropist Carr P. Collins dies." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "Bio—Collins, Carr P."

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to work for an engineering firm in Dallas. After owning his own construction company in Fort Worth between 1914 and 1921, Hedrick became a partner in the architectural firm of Sanguinet and Staats. The firm established by Marshall R. Sanguinet and Carl G. Staats and headquartered in Fort Worth, was one of the largest and most prominent architectural firms in the state of Texas during the first quarter of the 1900s.²²

In 1925, Hedrick started his own architectural firm with offices in Dallas, Fort Worth, and Houston. A year later, however, his former partners, Sanguinet and Staats, retired, and Hedrick bought the remaining interest in their practice. His company was very active from the 1920s through the 1950s and was once considered the third largest in the country. In fact, Hedrick was at one time able to maintain several separate active practices in a variety of cities, including, for example, the simultaneous existence of Hedrick and Stanley in Dallas and Hedrick and Lindsley.

Most of Hedrick's well-known works are located in the Houston, Fort Worth, and Dallas areas, and include both classically-based as well as a number of modern style buildings, especially, but not exclusively, those of the style known as moderne. Examples of his work listed on the National Register of Historic Places and/or Recorded Texas Historic Landmarks include: the U. S. Post Office (Fort Worth, 1933); Electric Building (Fort Worth, 1929); YMCA Building (Fort Worth, 1929); remodeled Criminal Justice Building (Fort Worth, 1951); Texas and Pacific Warehouse (Fort Worth, 1931); Sanger Building (Fort Worth, 1929); Commerce Building (Fort Worth, 1930); Smith-Swinney Motor Company (Fort Worth, 1927); Amon-Carter Riverside High School (Fort Worth, 1936); and the Broadway Baptist Church (Fort Worth, 1952). Hedrick also served on the board of directors for the Traders and General Insurance Companies of Dallas, and was involved in other notable Dallas projects including a 1950 renovation of the Adolphus hotel.

During his career, Hedrick maintained a personal project list which included of bank and office buildings built between 1922 and 1962. Of the commissions noted, the Fidelity Union Tower addition (at a cost of \$9,450,000) was the second largest project on the list, only an office building in Anchorage, Alaska, at \$10,000,000 in 1959 was larger.

Another principal participant in construction of the original and tower portions of the Fidelity Union Building was the general contractor, Inge-Hayman Construction Company. A partnership between Henry P. Inge, who had over 37 years of experience in the construction business, and Thomas J. Hayman who had joined the U.S. Army Corps of Engineers during World War II, the Inge-Hayman company had constructed several prominent buildings in Dallas, including the Dr. Pepper plant, the Florence Nightingale Maternity Hospital (at Baylor Hospital), the Baylor University College of Dentistry, the First Baptist Church Activities Building, and the Baptist Headquarters Building.²³ During the construction of Fidelity Union, Inge-Hayman reportedly set a new record (finishing the building six months in advance of the expected completion date). Credit for this feat was extended to the coordinated efforts of the various parties involved.²⁴ The style employed by Hedrick and later Hedrick and Stanley in the design of the Fidelity Union Building is a form of the International style of architecture termed Mid-Century Modern. Hedrick modified the style to adapt it to Texas climate. The 1951 building exhibits regionalism most notably in the windowless facades that are in deference to the hot Texas climate. This is the case in other buildings such as Hedrick's 1953 First National Bank of Temple and George Dahl's American Insurance Building in Dallas.

Midcentury Modern design is a compilation of the International Style, the influence of the Bauhaus school, and the

²² Long, Christopher, "Hedrick, Wyatt Cephas." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, November 1, 2005.

²³ "Inge Active 37 Years." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

²⁴ Hitchcock, Henry-Russell. Architecture: Nineteenth and Twentieth Centuries, Penguin Books, New York, 1978.

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emergence of new building technologies that occurred after World War II. Specifically, the United States' economic boom of the 1940s and the industrial and modern movements of the period, combined with the reductivist logic of architects such as Walter Gropius (founder of Bauhaus school in 1919 and later Chair of Architecture at Harvard), led to the creation of this slick, functional, style of modern architecture which was used, primarily, in the design of office buildings and high-end residential dwellings throughout the United States. German architects such as, Gropius and Ludwig Mies Van der Rohe (Illinois Institute of Technology) and American architectural firms such as Skidmore Owings and Merrill (SOM) were important practitioners of this form of architecture that stressed clean lines, simplicity, and modern materials. Buildings, such as the Seagram Building in New York City (architect Ludwig Mies Van der Rohe), Crown Hall in Chicago (architect Ludwig Mies Van der Rohe), and Lever House in New York City (architect Gordon Bunshaft of SOM) are prominent examples of the style.

The International Style was formally defined as an architectural style by Philip Johnson and Henry-Russell Hitchcock in their 1932 book *The International Style: Architecture Since 1922*. This book coincided with an exhibition at the Museum of Modern Art in New York that was also developed by Johnson and Hitchcock. The International Style was based on functionalism as well as modern structural principles and materials.²⁰ Non-essential decoration was rejected; steel, glass and concrete were the most common materials. Ribbon and corner windows were common in this style. Strips of windows and solid planes created a horizontal aspect as prescribed by this style. Balance and regularity were considered important components.

The International Style Exhibition at MOMA emphasized the works of the Europeans: Gropius, Le Corbusier, J.J.P. Oud and Mies van der Rohe and the Americans: Wright, Raymond Hood, Howe and Swiss born Lescaze, Neutra and the Bowman Brothers. Johnson and Hitchcock noted that one of the most successful examples of the style in the United States was the Philadelphia Savings Fund Society Building (1932) designed by George Howe and William Lescaze. Hitchcock, in his book *Architecture: Nineteenth and Twentieth Centuries*, noted that the PSFS building was the first large-scale example of the acceptance of the new European architecture in the United States.²¹

In an article entitled "The International Style Twenty Years After" for the magazine *Architectural Record*, Hitchcock re-evaluates the International Style and looks at changes from 1931 to 1951. In the article, he notes that both Wright and Gropius "are still perhaps the most perturbed by the idea that anything that can properly be called a style, in the historic sense of that word, can have any worthwhile part to play in architecture of the twentieth century." Hitchcock reiterates that, like the International Style that was meant to remain "elastic" with the possibility of general growth, modern architecture of the 1950s should have room to change and diversify. He points to the divergent early examples of Horta's Maison du Peuple in Brussels (1897), an early modern building of metal and glass and Wright's River Forest Golf Club (1898) which embodied most of the design concepts of Wright's now "classic" prairie houses. Hitchcock continued by stating that the International Style would remain as an influence if it was broadly interpreted as an open "style" or system as it was meant to be in 1932. He concluded by saying, "living architecture of the twentieth century may well be called merely "modern."²⁵

World War II, the Korean War, the Marshall Plan, the Cold War, the ups and downs of the national economy associated with these events and material shortages all impacted architecture in the United States. Hitchcock noted that World War

²⁵ Hitchcock, Henry-Russell. "The International Style Twenty Years After," *Architectural Record*, August 1951, pp. 89-97.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section 8 Page 18Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

It halted construction for at least a decade after the War. He also notes that the Lever House, designed by SOM and constructed in 1950, is the first "epoch making" post war architecture.²⁶ With money and materials still going to Europe to rebuild countries devastated by bombing and strikes in the steel industry, organizations such as the National Production Authority, recommended that architects use reinforced concrete instead of structural steel (using flat slab construction instead of beam and girder) and the use of lightweight concrete and aggregates to reduce the quantities of structural steel needed. The shortage of materials for construction was noted at a local level in the February 1952 Chamber of Commerce Dallas magazine article. The article quotes an item in one of the local papers that states that a record amount of non-residential construction occurred despite "...the fact that the controlled materials plan and increased credit restrictions with limitations new limitations on financing..."²⁶ As the article also noted, there were strict credit limitations and inflation was an issue at this time. Therefore, it can be surmised that buildings took on an austere look both outside and in due not only to the style of the time but to the financing and capital available. This is certainly the case with the original Fidelity Union Building.

By the end of the 1950s, the country saw a decided shift mood with the anticipation this "widely-heralded decade." Americans had seen 16 years of Depression and war, now the pent up demand was being realized. As a direct consequence, the year 1959 was a record construction year nationally for work completed and planned projects.²⁷ As noted earlier, the construction of Fidelity Union Life building closely followed this trend. The first building (21-story) was built in growing economy that was still somewhat restricted by material availability and credit shortages of the post war period. Specifically, its design was stark and functional. By 1959, Fidelity Union's investment company, Mayflower Investment, had determined that the success of the insurance company, as well as its major tenant (Texas Power & Light), warranted a new high-rise tower that would serve as an addition to the 21-story building. The construction of the addition was made possible by the continued growth of the economy, increased demand for office space, and the success of the Fidelity Insurance as one of the leading companies in the Insurance industry. The addition not only towered over its predecessor, its finish out (interior and exterior) was more lavish. The addition to the Fidelity Union Life Building was conceived and designed without the restrictions that had limited the design and construction of buildings, like the original 1952 building, just a few years before. Specifically, the 1960 addition shows a higher level of design in the lobby and public spaces due, in part, to the availability of materials and funds.

The 1959-60 addition continued Hedrick's Mid-Century Modern design. The building is reminiscent of office buildings constructed at this time in other parts of the United States. The 52-story Union Carbide Office Building in New York, designed by SOM (1959), expresses a similar exterior as does the 22-story Tishman building in Los Angeles (Victor Gruen and Associates and Daniel, Mann, Johnson and Mendenhall, Architects). These buildings were under construction at the same time as the Fidelity Union Addition. Locally, the Southland Center designed by Welton Becket and Associates and Mark Lemmon as consulting architect is probably closest to the 1960 Fidelity Union addition in scale design and building type. The 41-story office/hotel building was completed in 1959 and showcased in the August 1959 Architectural Record.²⁸ Other examples of Mid-Century Modern on this scale in Dallas are the Republic Bank Building (1954) and Statler Hilton (1956).

²⁶ Hitchcock, Henry-Russell, *Architecture: Nineteenth and Twentieth Centuries*, Penguin Books, New York, 1978, p.559.

²⁷ Sighting the Sixties, Special Report in *Architectural Record*, November 1959, p. 8e.

²⁸ *Architectural Record*, August 1959, pp.140-145.

United States Department of the Interior
National Park Service

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Continuation Sheet

Section 8 Page 19

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Summary

The construction of the Fidelity Union Life Insurance building's position in history as one of the first major post war skyscrapers in downtown can not be overlooked, nor can its place as an integral part of Downtown's upward trajectory. Its massive 325,000 square feet of floor space amounted to over half the square footage completed in downtown in 1952, and was more, by itself, than the total completed in 1951 (232,133 sq ft.), and more than the amounts completed in 1947 and 1948 combined. After its erection, the area very rapidly became the center for other monumental building projects. This boom in construction clearly illustrated the change in architectural perception and the direction office development in Dallas was heading. Shortly thereafter, in 1959, the addition of the tower at Fidelity Union marked another significant contribution to the post war growth of Dallas when it accounted for roughly one-fifth of the money invested in new development in that year.

A regionalized example of Midcentury Modern design, the Fidelity Union Building was developed, designed, and constructed by the same team of professionals; the 21-story tower was designed by W.C. Hedrick and the 31-story tower designed by W.C. Hedrick and his partner, Nelson Stanley. It served as the corporate headquarters for Fidelity Union Life Insurance Company and was reportedly the largest home office life insurance building in the south when the original structure was completed.²⁷ With the tower addition in 1960, the combined building was also reportedly the largest in the state (in terms of square footage)²⁸ and again reflected the phenomenal success of Fidelity Union Life Insurance and positive economic outlook for both the company and the city. The addition housed the Dallas Chamber of Commerce and served as the organization's "poster property". It was also specifically selected by the Chamber because it was considered a high profile building containing some of the most influential companies in the city and state, including Fidelity Union Life Insurance Company and Texas Power and Light.

²⁷ *Dallas* 1953 (Vol. 32, April):10-11.

²⁸ *Dallas* 1961 (Vol. 40, April):24.

United States Department of the Interior
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Section 9 Page 20

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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- Prior, Marsha, with Victoria Clow, and Kate Singleton. "Fidelity Union Life Insurance Building, Dallas, Texas." City of Dallas Landmark Designation Report, 2004.

Vertical Files, Dallas Public Library, Texas/Dallas History and Archives Division:

- Various Articles, Vertical file "Buildings—Fidelity Union"
- Various Articles, Vertical file "B&I Fidelity Union Life Ins. Co."
- Various Articles, Vertical file "Bio—Collins, Carr P."

Articles and Other Sources:

- Architectural Record*, August 1951 pp.89-97
- Architectural Record*, October 1951 p.11
- Architectural Record*, November 1959 Special Supplement, Sighting the Sixties pp.8a-e

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 9 Page 21

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Dallas 1951 (Vol. 30, January):33, 44.

Dallas 1952 (Volume 31 February):12-15

Dallas 1953 (Vol. 32, April):10-11.

Dallas 1955 (Vol. 34, April):9.

Dallas 1959 (Vol. 38, January):46.

Dallas 1961 (Vol. 40, April):4.

Dallas 1961 (Vol. 40, April):24-25.

The Dallas Morning News, "Building Shows Big March Hike," April 9, 1959, pg. 16.

The Dallas Morning News, "Dallas Struggles to Absorb Big Excess of Office Space," Sept. 11, 1960, pg 1.

"Agricultural Development" in 1953 report on TP&L. On file, TXU Business Services, Information Resource Center.

"General Offices of Texas Power & Light Company Moved into New Quarters Under Lease Agreement," Texas Utility News XXXI (No. 3, March) 1953. On file, TXU Business Services, Information Resource Center.

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: 1.2 acres

UTM REFERENCES	<u>Zone</u>	<u>Easting</u>	<u>Northing</u>
	14	706056	3629279

VERBAL BOUNDARY DESCRIPTION The building occupies lot R1 of block 233 in the Central Business District of Downtown Dallas.

BOUNDARY JUSTIFICATION The boundary encompasses the lot occupied by Fidelity Union Life Building, which is bounded by Bryan, Bullington, Federal, and Akard/Pacific streets.

11. FORM PREPARED BY (with assistance from National Register Coordinator Gregory Smith)

NAME/TITLE: Victoria Clow, based on local landmark and federal tax credit applications by Victoria Clow, Marhsa Prior, and Kate Singleton

ORGANIZATION: Cultural Resources Consultant

DATE: June 20, 2008

STREET & NUMBER: 6723 Lupton Drive

TELEPHONE: 214-354-3196

CITY OR TOWN: Dallas

STATE: Texas

ZIP CODE: 75225

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS

PHOTOGRAPHS (see continuation sheet Photo-27 – Photo-28)

ADDITIONAL ITEMS (See Figure-22 through Figure-26)

PROPERTY OWNER

NAME: Hamilton Fidelity, LP

STREET & NUMBER: 1310 Elm Street, Suite 140

TELEPHONE: 214 741-5100

CITY OR TOWN: Dallas

STATE: Texas

ZIP CODE: 75202

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section FIGURE Page 22

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Dallas Morning News, March 8, 1953

FIDELITY UNION LIFE INSURANCE CO.

The Dallas Morning News

DALLAS, TEXAS, SUNDAY, MARCH 8, 1953

Part 3

Building Lifts Dallas Horizon

With the formal opening of the new Fidelity Union Life Insurance Building, Dallas gains its newest and most modern addition to its skyline.

This extraordinary twenty-story building for the Fidelity Union Life Insurance Company is the largest Texas office building to be built in the South.

W. C. Collins, president of the company, said the new building is the largest office building in the South.

The building, which is being built by Inge-Hayman Construction Company, is well known and recognized in the South.

The building is well known and recognized in the South.

The building is well known and recognized in the South.

Fidelity Union Story One of Sturdy Growth

The expansion and dedication of Fidelity Union Life Insurance Company's new building, which is being built by Inge-Hayman Construction Company, is a testament to the company's growth.

The building is well known and recognized in the South.

The building is well known and recognized in the South.

The building is well known and recognized in the South.

Fidelity Union President Is Man of Many Interests

Carr Collins, president of Fidelity Union Life Insurance Company, is a man of many interests. He is a successful businessman, a devoted family man, and a community leader.

Collins is a man of many interests. He is a successful businessman, a devoted family man, and a community leader.

Collins is a man of many interests. He is a successful businessman, a devoted family man, and a community leader.

STRONG BOARD HELPS DIRECT FIDELITY UNION

The Fidelity Union Life Insurance Company's strong board of directors is a key factor in the company's success. The board is composed of some of the most prominent business leaders in Dallas.

The Fidelity Union Life Insurance Company's strong board of directors is a key factor in the company's success. The board is composed of some of the most prominent business leaders in Dallas.

The Fidelity Union Life Insurance Company's strong board of directors is a key factor in the company's success. The board is composed of some of the most prominent business leaders in Dallas.

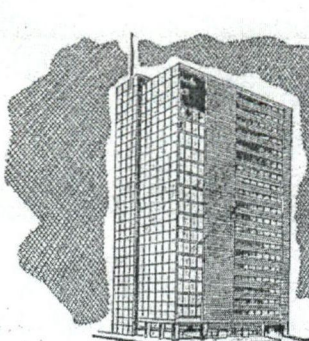
Triple Benefit Option Popular

The triple benefit option, which provides life, health, and accident insurance, is a popular choice among Fidelity Union Life Insurance Company policyholders.

The triple benefit option, which provides life, health, and accident insurance, is a popular choice among Fidelity Union Life Insurance Company policyholders.

The triple benefit option, which provides life, health, and accident insurance, is a popular choice among Fidelity Union Life Insurance Company policyholders.

Skylines change with growing progress
FIDELITY UNION LIFE INSURANCE BUILDING



We of Inge-Hayman Construction Company are proud to have been selected by the Fidelity Union Life Insurance Company, Carr Collins, Sr., president, as general contractors to build this new building to house such notable institutions as the Texas Power & Light Company and others.

We salute with pride the owners and tenants of this newest of office buildings.

skill • integrity
responsibility in construction

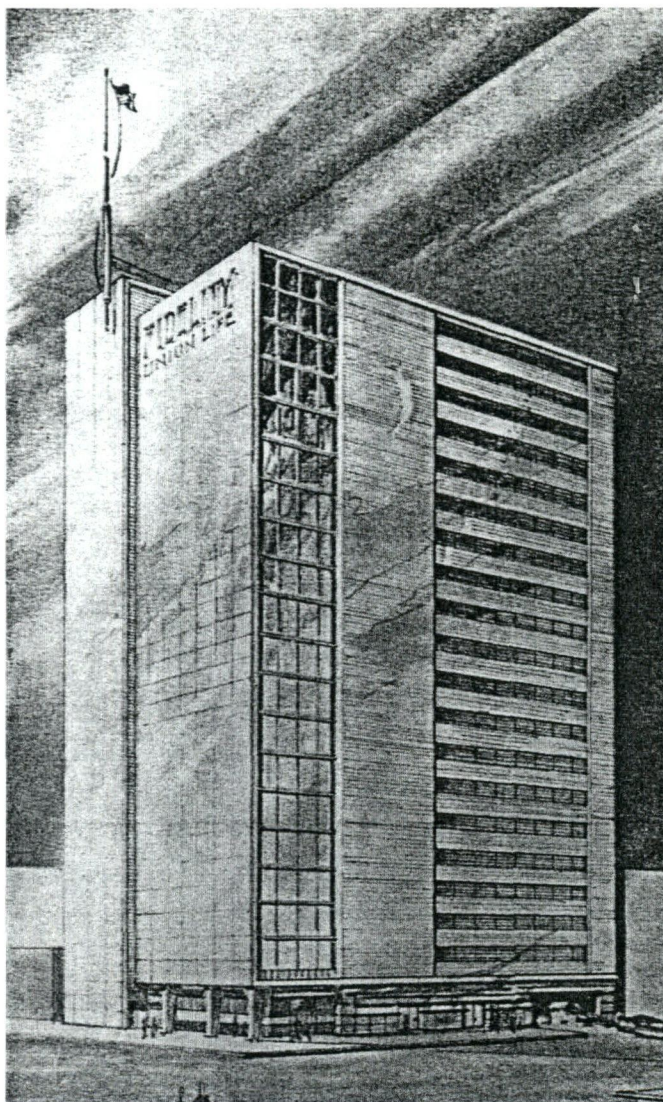
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section FIGURE Page 23

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Dallas Morning News, December 15, 1950



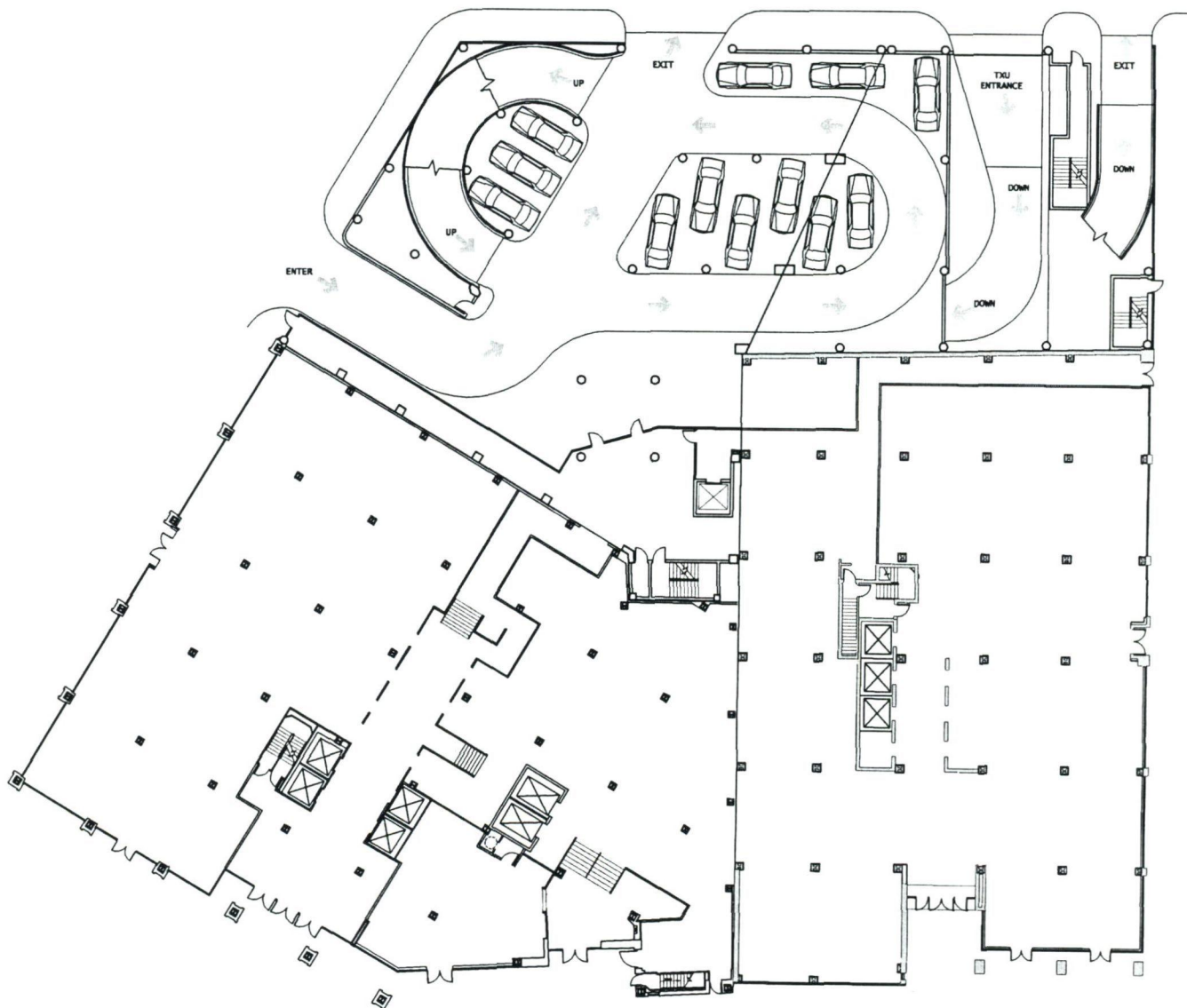
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section FIGURE Page 24

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building
First Floor Plan
No Scale



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section FIGURE Page 25

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building
10th – 20th Floor Plan
No Scale



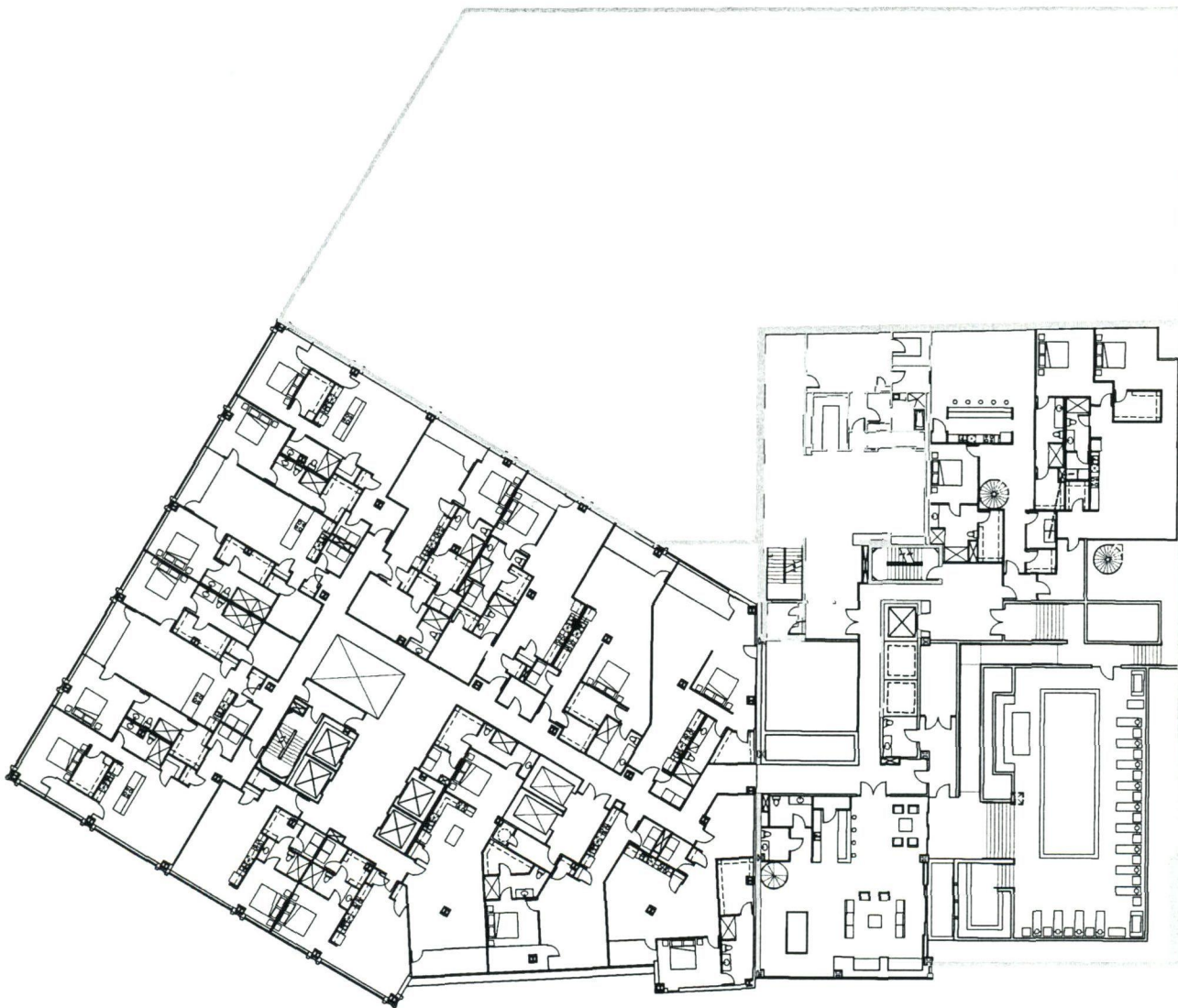
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section FIGURE Page 26

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building
21st Floor Plan
No Scale



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National Park Service

National Register of Historic Places
Continuation Sheet

Section PHOTO Page 27

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Fidelity Union Building

Dallas, Dallas County, Texas

Digital files submitted to the THC and NPS on archival CDs

Photographs printed on Ilford paper with a Durst Theta Printer by BWC Photo Imaging, Dallas, Texas

Photo 1

1960 Tower Addition, southwest oblique

Camera facing northeast

Photographed by Victoria Clow

August 2008

Photo 2

1952 Tower, southeast oblique

Camera facing northwest

Photographed by Victoria Clow

August 2008

Photo 3

1952 Tower ground floor at sidewalk, south side

Camera facing west

Photographed by Victoria Clow

August 2008

Photo 4

1960 Tower Addition, northwest oblique

Camera facing south, down Akard Street

Photographed by Victoria Clow

August 2008

Photo 5

1952 lobby interior with elevator bays

Camera facing south

Photographed by Victoria Clow

August 2008

Photo 6

1960 lobby interior with elevator bays

Camera facing South

Photographed by Victoria Clow

August 2008

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section PHOTO Page 28

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Photo 7
Northwest oblique
Camera facing southeast
Photographed by Victoria Clow
August 2008

Photo 8
Aerial View, showing north and west façades
Photographed by Brian Barnaud
March 2008

Photo 9
Aerial View, showing south façade
Photographed by Brian Barnaud
March 2008

Photo 10
Aerial View, showing north façades
Photographed by Brian Barnaud
March 2008

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: RESUBMISSION

PROPERTY Fidelity Union Life Insurance Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 9/02/09
DATE OF 16TH DAY:
DATE OF WEEKLY LIST:

DATE OF PENDING LIST:
DATE OF 45TH DAY: 10/16/09

REFERENCE NUMBER: 09000306

DETAILED EVALUATION:

___ACCEPT___ RETURN ___REJECT___ DATE

ABSTRACT/SUMMARY COMMENTS: This nomination has been resubmitted with the changes recommended in the May 2009 return. The property is now being nominated under *but even if* for its associations with the post-war development of downtown Dallas and as the headquarters of Fidelity Union, a Texas Company chartered in 1927, which experienced remarkable growth and success from 1942 to 1960 and contributed substantially to Dallas's commercial prosperity. The original 1952 and later 1959-60 towers reflect the company's prosperity and strengthening corporate image during the P.O.S. 1952 to 1960. Additional information on the addition of fenestration to the south elevation of the 1952 building and the northeast and northwest elevations of the 1959-60 tower has been provided. Information about the garage and its ramp (believed to be original) has also been added to the nomination. Property is not being nominated under C (although info about its architectural history remains in the nomination) due to the impact that substantial window placement has had on building's architectural character.

RECOM./CRITERIA Accept A

REVIEWER LM Clelland

DISCIPLINE History

TELEPHONE

DATE 9-29-09

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

TEXAS HISTORICAL COMMISSION
real places telling real stories

TO: Linda McClelland
National Register of Historic Places

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

RE: Fidelity Union Life Insurance Building, Dallas, Dallas County (Resubmitted)

DATE: August 12, 2009



- The following materials are submitted regarding the Fidelity Union Life Insurance Building:

<input checked="" type="checkbox"/>	Original National Register of Historic Places forms:
	<input checked="" type="checkbox"/> Resubmitted nomination
	Multiple Property nomination form
<input checked="" type="checkbox"/>	Photographs (on file with NRHP)
<input checked="" type="checkbox"/>	USGS maps
	Correspondence
	Other:

COMMENTS:

- ___ SHPO requests substantive review
- ___ The enclosed owner objections (do___) (do not___) constitute a majority of property owners
- ___ Other:





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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX
PHOTO 1



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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX
PHOTO 2



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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX

PHOTO 3



Living
www.tropicadallas.com
214 986-1010

MODERN

ONE WAY
←

DO NOT
BLOCK
INTERSECTION

ENTER HERE →
Central
PUBLIC SYSTEM
The revolution in parking infrastructure
PARKING
NIGHT LAND
CLOSED

db010094_TX_DallasCounty_FidelityUnion_4.2

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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX
PHOTO 1

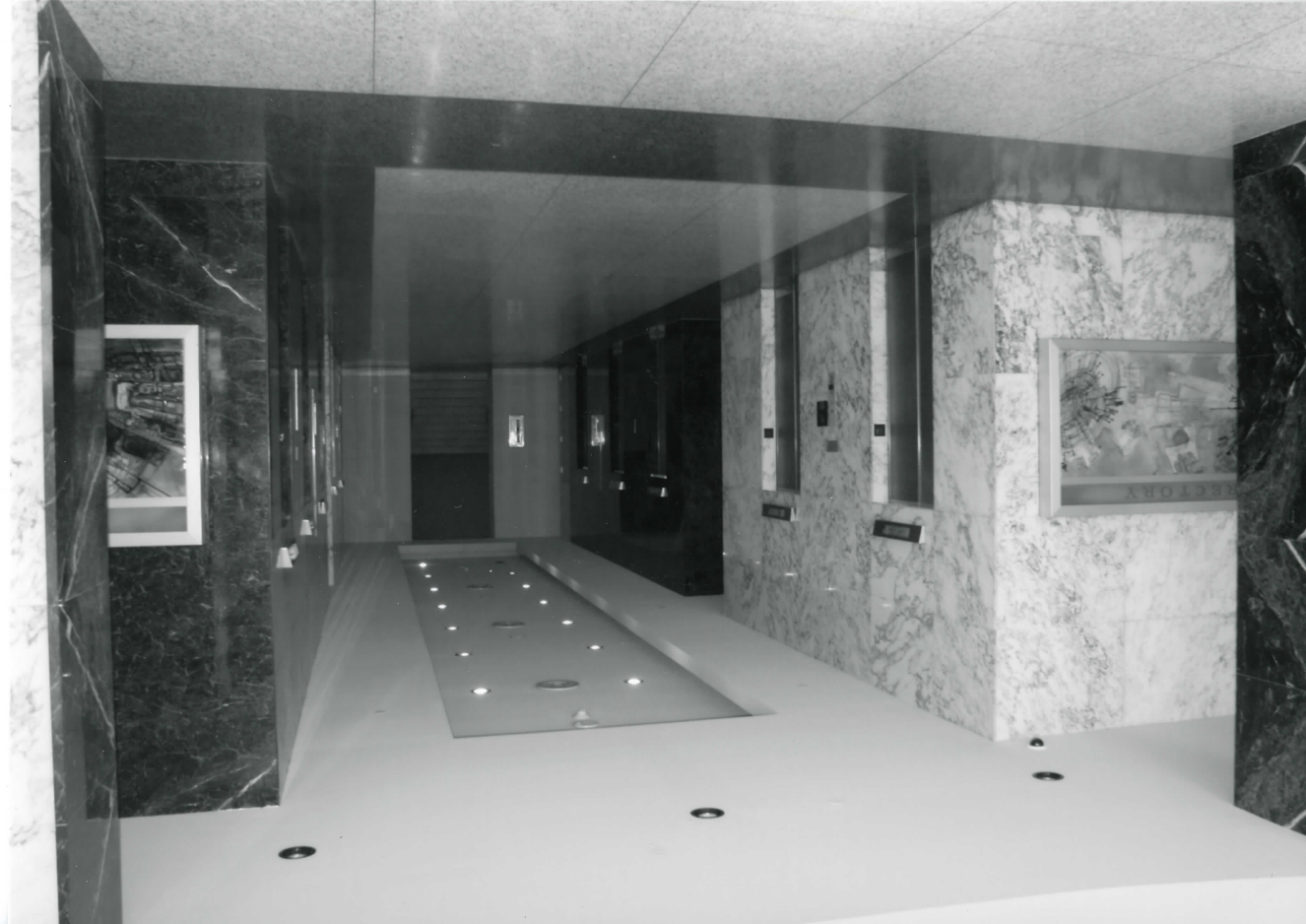


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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX

PHOTO 5



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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX
PHOTO 6



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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX
PHOTO 7



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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX

PHOTO 8



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FIDELITY UNION LIFE BUILDING
DALLAS, DALLAS COUNTY, TX

PHOTO 9

Missing Core Documentation

Property Name	County, State	Reference Number
Fidelity Union Life Insurance Building	Dallas County, Texas	09000306

The following Core Documentation is missing from this entry:

☐ Nomination Form

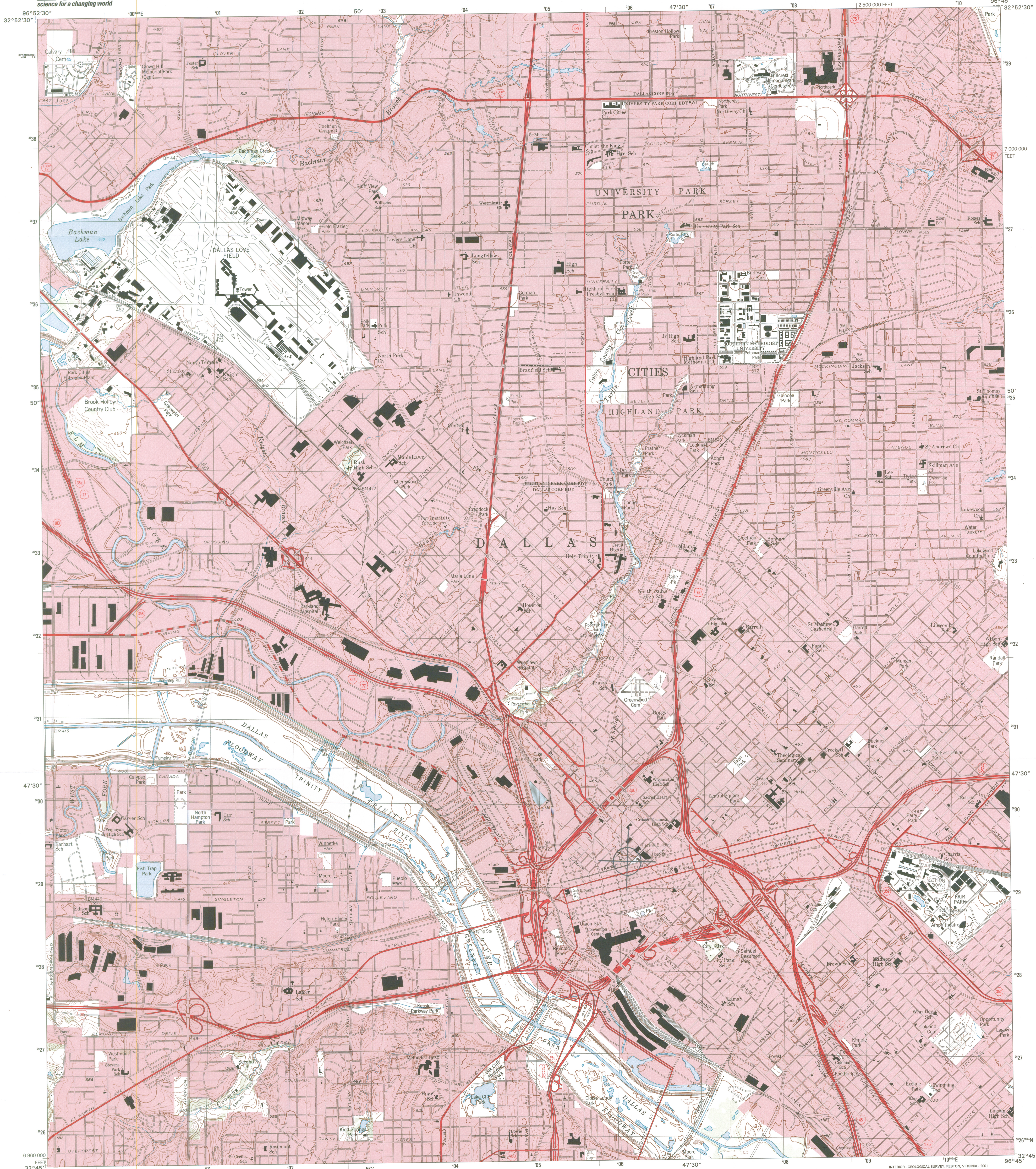
☒ Photographs (missing #10)

☐ USGS Map



U.S. DEPARTMENT OF THE INTERIOR
U.S. GEOLOGICAL SURVEY

DALLAS QUADRANGLE
TEXAS-DALLAS CO.
7.5-MINUTE SERIES (TOPOGRAPHIC)



Produced by the United States Geological Survey
Topography compiled 1954. Planimetry derived from imagery taken 1995 and other sources. Survey control current as of 1958. 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 2001 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

SCALE 1:24 000
1 2 3 4 5 6 7 8 9 10 11 12
1000 2000 3000 4000 5000 6000 7000 8000 9000 10000
METERS
1 2 3 4 5 6 7 8 9 10 11 12
1000 2000 3000 4000 5000 6000 7000 8000 9000 10000
MILES

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



FIDELITY UNION BUILDING
DALLAS, DALLAS CO., TX
ZONE 14
706056 N
3629279 E

QUADRANGLE LOCATION

1	2	3
4	5	6
7	8	9

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

ADJOINING 7.5' QUADRANGLE NAMES
3296-331

ROAD CLASSIFICATION
Primary highway
hard surface
Secondary highway
hard surface
Unimproved road
Interstate Route
U.S. Route
State Route

DALLAS, TX
1995

NIMA 6649 IV SE-SERIES V882



THIS MAP COMPLIES 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

