NPS Form 10-900

OMB No. 1024-0018

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Bryan Tower
Other name/site number: 2001 Bryan Tower
Name of related multiple property listing: NA

2. Location

Street & number: 2001 Bryan Street
City or town: Dallas State: Texas County: Dallas
Not for publication: ☐ Vicinity: ☐

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 at the following levels of significance:
☐ national ☐ statewide ☑ local

Applicable National Register Criteria: ☐ A ☐ B ☑ C ☐ D

Deputy State Historic Preservation Officer
Signature of certifying official / Title

6/24/2024
Date

Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

Signature of commenting or other official **Date**

State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

___ entered in the National Register
___ determined eligible for the National Register
___ determined not eligible for the National Register.
___ removed from the National Register
___ other, explain: _____

Signature of the Keeper **Date of Action**

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
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions: COMMERCE/TRADE: Business

Current Functions: COMMERCE/TRADE: Business

7. Description

Architectural Classification: LATE MODERN: Miesian Skyscraper

Principal Exterior Materials: GLASS, METAL/steel, aluminum

Narrative Description (see continuation sheets 7-10)

8. Statement of Significance

Applicable National Register Criteria: C

Criteria Considerations: NA

Areas of Significance: Architecture

Period of Significance: 1972

Significant Dates: 1972

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Neuhaus & Taylor (architects); Beck, Henry C. (contractor)

Narrative Statement of Significance (see continuation sheets 11-25)

9. Major Bibliographic References

Bibliography (see continuation sheets 26-29)

Previous documentation on file (NPS):

X preliminary determination of individual listing (36 CFR 67) has been requested. *Part 1 approved October 20, 2022.*
_ 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*, Austin)
_ Other state agency
_ Federal agency
X Local government (Dallas Public Library)
_ University
_ Other -- Specify Repository:

Historic Resources Survey Number (if assigned): *Historic Resources Survey of Downtown and Deep Ellum: Final Report Vol. 1*, April 2022, ID: 116853.

10. Geographical Data

Acreage of Property: Less than one acre (approximately 0.73 acres)

Coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: N/A

1. Latitude: 32.785284°N Longitude: -96.796310°W

Verbal Boundary Description: The nominated boundary includes approximately 0.73 acres of the legal parcel identified as BLK 247 TR 1 & ABND ROW (Account #: 00000105316000000), Dallas, Dallas County, Texas as recorded in the Dallas Central Appraisal District. Data accessed March 1, 2023 (Map 3).

Boundary Justification: The boundary includes approximately 0.73 acres in the center of the larger 1.31 acre legal parcel identified as BLK 247 TR 1 & ABND ROW (Account #: 00000105316000000). The detached parking garage constructed in 1972 was later altered and expanded resulting in diminished historic integrity. Since the garage does not retain integrity, was not connected to the tower during the period of significance, is visually separate, and is not considered a certified historic structure, it is excluded.

11. Form Prepared By

Name/title: Amanda Barry, Manager; Steph McDougal and Jessica Richardson, Senior Consultants (Historic Tax Credits)
Organization: Ryan, LLC
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Date: May 2024

Additional Documentation

Maps (see continuation sheets 30-33)

Additional items (see continuation sheets 34-61)

Photographs (see continuation sheets 5-6, 62-75)

Photograph Log

Name of Property: Bryan Tower
City or Vicinity: Dallas
County: Dallas County
State: Texas
Photographer: Amanda Barry
Date: October 2021

All photographs accurately depict property conditions. No changes nor significant deterioration has occurred since the photos were taken in October 2021.

Photo 1
South façade at right, west (side) elevation at left, view north

Photo 2
South façade, detail of reflective curtain wall with aluminum fins

Photo 3
South façade at left, east (side) elevation at right, view southwest

Photo 4
East (side) elevation, view southwest

Photo 5
East (side) elevation at left, north (rear) elevation at right, view south

Photo 6
North (rear) elevation at left, west (side) elevation at right, view east

Photo 7
South façade, non-historic storefront and entries (added 1998), view northwest

Photo 8
North (rear) elevation, non-historic entrance and storefront (added 1998), view southeast

Photo 9
North (rear) elevation, connecting pedestrian skybridge, view southeast

Photo 10
South façade, detail of dedication marker

Photo 11
1st floor, elevator lobby, original travertine floors and wall panels, view northwest

Photo 12
1st floor, elevator lobby, view southeast towards south façade entries

Photo 13
1st floor, rear elevator lobby, view east towards escalator to skybridge

Photo 14
2nd floor, typical tenant buildout, view west

Photo 15
5th floor, unabated ca. 1970s tenant finishes, view northeast

Photo 16
11th floor, "shell" tenant space, view north

Photo 17
20th floor, elevator lobby, view north

Photo 18
28th floor, expanded central service core, view northwest

Photo 19
31st floor, elevator lobby, view south

Photo 20
37th floor, typical tenant buildout, view east

Photo 21
38th floor, typical tenant buildout, view east

Narrative Description

Bryan Tower is a Late-Modern 40-story commercial high-rise located at 2001 Bryan Street in Dallas, Dallas County, Texas. The building is rectangular in plan, measuring 220 feet by 130 feet by 512 feet tall with the longer spans facing south onto Bryan Street and north onto Federal Street, and the shorter spans facing east onto Olive Street and west onto N. Harwood Street. The building is set back 65 feet from Olive Street and N. Harwood Street, and 35 feet from Bryan Street. Designed by Neuhaus & Taylor and built in 1972, the steel-framed building is located on the northeast side of downtown Dallas and is surrounded by other commercial high-rises. Its two-part composition is comprised of a recessed base, featuring floor-to-ceiling aluminum-framed (non-original) storefronts, and a curtain wall shaft that continues uninterrupted to the flat roof. The principal exterior materials are "Thermopane" glass with highly reflective "Vari-Tran" coating and bronze-colored anodized aluminum fins and spandrels that give the curtain wall a grid-like appearance. The expressed structural columns, or *piloti*, at the base are clad with marble, a 1998 alteration. The original features reflect the influence of architect Ludwig Mies van der Rohe's pioneering glass-curtain-wall buildings and are therefore described as *Miesian*.

Bryan Tower's interior is comprised of a ground-floor public lobby and tenant space on the upper floors (2-40). The lobby has 18-foot-tall finished ceilings and retains its original travertine flooring and wall panels. Two elevator lobbies feature non-original wood-veneer wall paneling and marble wainscoting. Sections of original travertine flooring in these areas have been replaced with rectangular marble inserts. These materials date to the 1998 renovation of the building, when the storefronts were modified. Twenty elevators are located within the building's central service/circulation core, which also contains stairs, restrooms, mechanical rooms, and elevator lobbies. Original architectural drawings show that the building was designed with open space surrounding the service core to offer maximum flexibility for tenant buildout. Most of the building's original finishes were removed during asbestos abatement in the 1990s and 2000s, but the tenant floors still retain the character of a finished office space. The central service cores retain original plaster walls and solid-core floor-to-ceiling wood doors. Despite alterations, the building retains historic integrity.

Site[1]

Bryan Tower is located at 2001 Bryan Street, on the northeast side of downtown Dallas in the central business district.[2] The surrounding area is characterized by skyscrapers, multi-story parking garages, and surface parking lots. The building is also north of and adjacent to the light rail line (Dallas Area Rapid Transit, aka DART), which runs along Bryan Street. The Celebration of Life Park, a tribute to cancer survivors, is located one block to the northeast of the building, while One Dallas Center (1979, I.M. Pei) and Pacific Plaza are one block to the south.

The property is bounded by Federal Street to the north, Olive Street to the east, Bryan Street to the south, and N. Harwood Street to the west. The nominated boundary includes 0.73 acres in the center of the larger 1.31-acre legal parcel identified as BLK 247 TR 1 & ABND ROW (Property ID: 00000105316000000) (Maps 1-5). According to Sanborn Fire Insurance Maps, historic aerials, and other historic photographs, the site previously housed low-rise auto repair and tire sales, a restaurant, a hotel, and parking, through 1962. By 1968, however, all such buildings had been demolished, and the site was used exclusively for parking.[3]

[1] The downtown Dallas street grid is situated at a 45-degree angle. Descriptions here and throughout utilize "plan" north, south, east, and west.
[2] Historically, the property was referred to as both 2001 Bryan Tower and Bryan Tower. Bryan Tower is believed to be named for Bryan Street. Bryan Street is named for Dallas founder John Neely Bryan.
[3] Sanborn Fire Insurance Maps for Dallas, Texas 1921-1952, Vol. 1, 1921; republished 1952, Sheets 29 & 30, courtesy *ProQuest Digital Sanborn Maps, 1867-1970*; Paula Bosse, "Dallas Skyline, Looking West – 1970," *Flashback Dallas*, https://flashbackdallas.com/2017/11/02/dallas-skyline-looking-west-1970/; Historic Aerials, 1952, 1958, and 1968, https://www.historicaerials.com/viewer.

Bryan Tower has a distinctly post-war site plan, influenced by Ludwig Mies van der Rohe (and Philip Johnson's) 1958 Seagram Building in New York City, and evident in the large setbacks from the street and separation from the parking garage. Mature trees line the building's south and west pedestrian sidewalks, which have been repaved. Non-original site features include planters along Bryan Street (likely added during DART construction); a concrete monument sign adjacent to the building entry at the north (rear) elevation that reads "Bryan Tower" in individual gold letters; and a dining patio at the west (side) elevation that is partially covered by a detached, steel-framed pergola. The patio and pergola were likely added in the 1990s. The "Man and Pegasus" sculpture previously located at the southwest corner of the site (Figure 11) was removed in 2012.

Bryan Tower is connected to the detached parking garage to the north via an elevated air-conditioned pedestrian skybridge at the second floor, added in 1998 (Photo 9). The parking garage to the north (rear) of the building across Federal Street was developed concurrently with Bryan Tower by Trammell Crow Company.[4] The garage has been modified and a large addition was constructed on the west side ca. 1981.[5] Since the garage does not retain integrity, was not connected to the tower during the period of significance, is visually separate, and is not considered a certified historic structure, it is excluded from the nominated boundary (Map 3). Bryan Tower is also connected via a 1998 pedestrian skybridge to Dallas Marriott Downtown to the east (Photo 4).

Exterior *(Figures 9-10, 15-17; Photos 1-9)*

Bryan Tower serves as a typical example of an early 1970s Miesian-influenced skyscraper. Originally entirely clad in a curtain wall comprised of "Thermopane" glass with highly reflective "Vari-Tran" coating and bronze-colored anodized aluminum fins, the steel-frame building currently has a two-part composition, due to a 1998 modification which created ground-floor storefronts (original composition, Figures 9, 11; current configuration, Photos 7-8). The building features a recessed floor-to-ceiling aluminum-framed window-wall base and a curtain wall shaft that continues uninterrupted to the flat roof. The tower mass today cantilevers over the recessed base and provides a progression of space toward the replacement storefronts and entries. While the marble-clad *piloti* divide the window wall into bays, each ground-floor elevation is unique, due to variations in the number and type of entries, as well as the locations of the skybridges. Above the ground floor, the appearance of the tower is uniform. The curtain walls are comprised of highly reflective gold-colored glass and bronze-colored aluminum fins and spandrels, which create a consistent grid-like appearance on all elevations.[6]

South (Bryan Street) Façade (Figures 17-18; Photos 1-3, 7)

The building's primary façade faces south onto Bryan Street. The marble-clad *piloti* divide the ground floor into seven bays. Identical entrances are located in the third and fifth bays; each entrance is comprised of two sets of paired glass doors leading into a single interior vestibule. Canopies at the door headers continue through to the interior lobby with flaking marble-clad walls. Gold lettering on each canopy reads "BRYAN TOWER." Above the ground floor, the curtain wall continues uninterrupted to the roof.

[4] "2001 Bryan Garage Contract Awarded," *Dallas Morning News*, September 7, 1971. The parking garage was a design-build project with Dallas-based Young Hadawi, Inc., parking consultants and structural engineers; Luther Hill & Associates, general contractors; and Ted A. Howard & Associate, consulting architect. Dallas based Span, Inc. supplied the pre-cast concrete.
[5] 1981 aerial photograph, *Historicaerials.com*, accessed March 2, 2023; https://www.historicaerials.com/viewer.
[6] "Miesian-inspired" refers to architecture influenced by prolific modern architect Ludwig Mies van der Rohe. Mies' work represented his take on the International Style. Bryan Tower bears a slight resemblance to the 1958 Seagram Building in New York City. Marcus Whiffen, *American Architecture since 1780: A Guide to the Styles* (Cambridge, Mass.: The MIT Press, 1992), 255-259.

North/Rear (Federal Street) Elevation (Figures 16, 18; Photos 5-6, 8-9)

The rear elevation faces north onto Federal Street. The ground floor is divided into thirds, with a limestone-paneled wall in the eastern third and a recessed floor-to-ceiling aluminum-framed window wall in the remaining two-thirds of the elevation. Marble-clad *piloti* divide the ground floor into four bays. A replacement entrance, identical to those on the south façade, is located in the second bay; gold lettering on the canopy reads "2001 BRYAN TOWER." A second entrance in the fourth bay allows for circulation between the interior dining space and the patio. This secondary entry is a single full-light aluminum-framed door with a full-light sidelight and a transom above. A non-historic skybridge, within the limestone wall feature at the second level, connects the building to the adjacent detached parking garage. Above the ground floor, the curtain wall continues uninterrupted to the roof.

East/Side (Olive Street) Elevation (Figures 15, 18; Photos 3-5)

The east elevation faces onto Olive Street. The ground floor consists of a limestone-paneled wall in the north half of the elevation and a recessed floor-to-ceiling aluminum-framed window wall in the south half. As on other elevations, marble-clad *piloti* divide the ground floor into two bays. This elevation contains no formal entrances, although the limestone wall contains two service entrances. The north service entrance is a large, cased opening with a rolling overhead garage door, leading to a driveway into the building. The second service entrance is a smaller cased opening to the south with a rolling overhead garage door. A non-historic skybridge connects at the building's second level above the service entrances. This skybridge connects Bryan Tower to the Dallas Marriott Downtown to the east. Above the ground floor, the curtain wall continues uninterrupted to the roof.

West/Side (N. Harwood Street) Elevation (Photos 1, 6)

The west elevation faces onto N. Harwood Street. The ground floor consists of a recessed floor-to-ceiling aluminum-framed window wall. Marble-clad *piloti* divide the replacement storefront into four bays. One entrance in the second bay allows for circulation between the interior dining space and patio. The entrance is a single full-light aluminum-framed door with a full-light sidelight and a transom above. The patio and pergola are not original and were likely added in the 1990s. Above the ground floor, the curtain wall continues uninterrupted to the roof.

Interior *(Figures 12-14, 23-24, Photos 11-21)*

Bryan Tower's interior consists of a public lobby on the ground floor and tenant space on the upper floors (2-40). The ground floor also includes a restaurant/cafeteria and limited tenant space. A coffee shop occupies the northeast corner of the second floor. The lobby features 18-foot-tall finished ceilings and retains its original travertine flooring and wall panels (Figures 12-13, 23; Photos 11-13). The lobby is accessed from the exterior via the entrances at the south and north elevations. The southeast corner of the lobby contains a tenant space. The west end of the ground floor is occupied by a restaurant/cafeteria and associated seating areas, while the northeast corner contains back-of-house support spaces for facilities maintenance. That corner also contains an escalator, which circulates people to and from the second floor/skybridge. Two ground-floor elevator lobbies each feature non-original wood-veneer wall paneling and marble wainscoting. Sections of original travertine flooring in these areas were replaced with rectangular marble inserts.

Twenty high-rise, low-rise, and service elevators are located within the building's central service/circulation core, which also contains stairs, restrooms, mechanical rooms, and elevator lobbies.

The tenant floors retain the character of a finished office space, though the material palettes have changed over time and are subject to tenant preference (Photos 14-21). Flooring includes carpet and tile of various materials, including marble, luxury vinyl tile (LVT), ceramic, etc. The central service core spaces retain original plaster walls and full-

height solid-core wood doors. Tenant wall types vary and include gypsum board, glass, and modular wall systems. Ceilings are either gypsum board or lay-in suspended panels. In some unoccupied areas, all tenant buildout and non-original finishes have been removed, typically leaving exposed concrete floors and finished ceilings.

Alterations

Exterior

The original Thermopane (double-pane insulated) windows were removed from the 37th and 39th floors and the mechanical penthouse level at an unknown date (perhaps during a major renovation in 1997) to create a backstock of the original glass for future repairs. The replacement windows do not possess the same golden hue, resulting in bands of darker windows at these levels which interrupt the visual continuity of the curtain wall (Photos 3-6). Removal of the glass from the ground floor, 37th floor, and 39th floor constitutes only 6.52% of the original material lost. Over the years, the glass removed from the 37th and 39th floor has been used to replace some of the fogged/broken glass elsewhere on the building. Approximately 120 original vision glass pieces and 50 original spandrel pieces remain in the maintenance backstock.

All ground-floor features, including the window wall material and location, entry features, marble cladding, limestone wall features at the northeast corner, and patio date to a 1998 renovation, as do the skybridges (Figures 9, 11, 15; Photos 7-9).

Interior

A lobby escalator near the south façade (shown in the original drawings) was removed at an unknown date. In 1998, a non-original escalator was installed at the northeast corner of the lobby to circulate people to and from the second floor/skybridge. This section of the lobby also features limestone wall paneling, which dates to the same renovation. The two elevator lobbies on the ground floor feature non-original wood-veneer wall paneling with marble wainscoting. Sections of original travertine flooring in these areas were replaced with rectangular marble inserts (Photo 11) during the 1998 renovation of the building. Most of Bryan Tower's original finishes on tenant floors were removed during asbestos abatement in the 1990s and 2000s.

Integrity

Despite interior alterations consistent with changing tenants over time, Bryan Tower retains historic integrity and is a representative example of a Late-Modern commercial high-rise with Miesian influences. The building remains in its original location. The setting has been somewhat compromised by the construction of newer buildings since 1972; however, aside from the alterations to the parking garage and the skybridges, the immediate vicinity of Bryan Tower remains unchanged. Integrity of materials, design, and workmanship is evident in the site plan with large setbacks, rectangular form, flat roof, and the principal exterior material: highly reflective "Thermopane" glass panels, of which approximately only 7% has been lost during various renovation campaigns. As with most large skyscraper projects, the main design emphasis for this building was placed on the exterior design and materials, with the interior spaces being left to the will of the various tenants. The main interior spaces that were intentionally designed include the first-floor lobby and the elevator lobbies on all floors. Over the past 50 years, Bryan Tower has been minimally altered, with most alterations occurring in the interior tenant spaces. Though the tenant floors have been altered, the circulation core remains intact, and the tenant buildout areas retain the original spatial configuration, with spaces that allowed for maximum flexibility. Integrity of design and materials is also visible in the ground-floor lobby, which retains much of its original travertine flooring and wall panels. As a result, Bryan Tower retains the feeling of a 1972 skyscraper.

Statement of Significance

Bryan Tower, a 40-story commercial skyscraper located at 2001 Bryan Street in Dallas, was developed in the early 1970s as a joint venture between the Trammell Crow Company and the Metropolitan Life Insurance Company. Designed by Neuhaus & Taylor of Houston, conceptual plans for the building began in early 1970 and construction was completed in 1972. Although its construction utilized innovative energy-conserving materials (Thermopane and Vari-Tran manufactured by Libbey-Owens-Ford Glass Company (LOF), construction technologies, and design choices, anticipating the U.S. energy crisis of 1973, Bryan Tower was more typical of an earlier era, in terms of both its architectural style and location. It is a late example of the Miesian high-rise curtain-wall architecture of the 1950s-1960s, which was being superseded by the "Slick Skin"/Corporate Modern commercial architecture of the 1970s-1980s even as Bryan Tower was being built. Bryan Tower was constructed in downtown Dallas during a period when the historic downtown central business district was being left behind and the developing commercial corridors along Dallas' mid-century highway system were ascendant. Bryan Tower is nominated to the National Register of Historic Places under Criterion C in the area of Architecture at the local level of significance as a late Miesian high-rise design that reflects the adoption of innovative energy-conserving materials and technologies at a time when the United States was preparing for an impending energy crisis. The period of significance is 1972, when the building was completed and opened to the public.

Downtown Dallas is surrounded and defined by above- and below-grade limited-access highways: Interstate 35E on the west side, Interstate 30 on the south side, Interstate 345 on the east side, and Woodall Rodgers Freeway on the north side. At the center of this area is the Dallas Downtown Historic District (NRHP 2006, Boundary Increase 2009), comprised of the highest concentration of historic commercial and architectural development between 1888 and 1958. At the western end of downtown, the Westend Historic District (NRHP 1978) and Dealey Plaza Historic District (NRHP 1993) occupy the area of the city best known as the site of the President John F. Kennedy assassination. Directly north of the Dallas Downtown Historic District, Bryan Tower is located in the "City Center District," aka "Northeast Downtown Dallas."

Postwar Commercial Development in Dallas

Since the arrival of the Houston & Central Texas Railway in 1872, Dallas grew on a nearly continuous upward trajectory. Its location at the intersection of multiple railroad lines made the city a regional transportation hub and helped to foster commercial expansion in the downtown core. The rise of the oil industry during the 1910s and 1920s supported the growth of the banking industry, as banks were often the first to lend oil operators money using underground oil reserves as collateral. By the 1920s, innovations in steel-frame construction led to the erection of the city's first skyscrapers downtown. Following the Great Depression, Dallas emerged as a leader in the region with dominant wholesaling, retailing, banking, and insurance markets. By 1940, Dallas residents enjoyed the third-highest average per capita income in the nation.[7]

Through World War II and the immediate postwar period, shortages in construction materials severely limited construction in downtown Dallas, with the exception of the Mercantile Bank Building (1942, additions 1949 and 1954, NRHP 2006). The completion of the Mercantile Bank Building ushered in a new era of development in Dallas, during which banks competed to build the tallest and most modern buildings, a trend that would continue through the 1980s, shaping the city's downtown skyline.[8] When it was built in 1954, the 34-story Republic National Bank (NRHP 2006)

[7] Scott Murdock and Victoria Clow, "Republic National Bank," National Register of Historic Places, National Park Service, 2005; Lila Knight and Marcel Quimby, "Dallas Downtown Historic District," National Register of Historic Places, National Park Service, 2006, 8, 25-26.
[8] Knight and Quimby, "Dallas Downtown Historic District," 53-54.

was the tallest building downtown.[9] Today, 20 commercial, governmental, or residential buildings of four stories or more, built in the 1950s, remain in downtown Dallas.[10] Banks were not the only companies contributing to the construction boom; the insurance industry also grew exponentially by the 1950s.[11] The Fidelity Union Life Insurance Building at 311 N. Akard (1952), The 1958 Southland Life Insurance Building constructed to the southeast of the future Bryan Tower site at 400 N. Olive, and the Dallas-based Metropolitan Life Insurance Company, with another partner, would later contribute to the development and construction of Bryan Tower.

The 1950s building boom led to an excess of downtown office space in the early 1960s. As businesses relocated to the suburbs, leaving office buildings unoccupied, downtown Dallas simultaneously faced disinvestment and competition from outlying areas. While other cities across the country engaged in federally funded "urban renewal" efforts, the conservative political climate in Dallas prevented such action. The Dallas city council routinely blocked proposals to participate in federal redevelopment programs because the "fear of an encroaching federal government appeared to replace concern over the needs of the city in Dallas voters' minds."[12]

After President John F. Kennedy was assassinated in downtown Dallas on November 22, 1963, the city's reputation plummeted nationwide, and interest by outside investors vanished. The following year, J. Erik Jonsson, co-founder of Texas Instruments, was elected mayor and embarked upon a series of civic initiatives designed to boost Dallas' reputation—both among its own residents and across the nation—which continued through the 1970s. The City expanded its public library system, introduced air conditioning in public schools, built a new City Hall in a forward-looking modern design by architect I. M. Pei, and partnered with nearby Fort Worth to develop the Dallas/Fort Worth International Airport, which opened in 1973. The city and its residents continued to struggle with aftermath of the assassination and its impact on the world's perception of them for decades before the branding of the Dallas Cowboys football team as "America's team" and the popularity of the television show "Dallas" helped to improve the city's reputation.[13]

Commercial interests in the city had already begun to move out of downtown by 1963. The city expanded along the north-south Central Expressway (State Highway 75, constructed 1950-1956), north-south Stemmons Freeway (IH-35E, 1956-1963), and State Highway 12 Loop around the central business district, originally known as the "outer loop" and first completed in 1943, then expanded over the following decades. Technology companies, led by Collins Radio and Texas Instruments, began to build new offices along the Central Expressway, which was nicknamed the "Telecom Corridor" by 1988.[14] Along the Stemmons Freeway, offices, warehouses, and motels were joined by the Dallas Market Center, which developed during the 1950s and 1960s to showcase wholesale furniture and home furnishings, with five million square feet of display space across four buildings by 2013. Corporate headquarters also found a home along the Stemmons Freeway, including Frito-Lay (1961-1986), Braniff International Airways (1957-1978), and Mary Kay Cosmetics (1963-1995).[15]

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[9] Robert B. Fairbanks, "The Failure of Urban Renewal in the Southwest: From City Needs to Individual Rights," *Western Historical Quarterly* 37, no. 3 (Autumn 2006).
[10] HHM Inc., "Historic Resources Survey of Downtown Dallas and Deep Ellum Final Report, Vol. 1," April 2022.
[11] Victoria Clow, "Fidelity Union Life Insurance Building," National Register of Historic Places, National Park Service, 2009.
[12] Fairbanks, "Failure of Urban Renewal," 315-325. According to Fairbanks, "Cities in the Southwest that rejected urban renewal in the late 1950s and 1960s did not do so because their civic leaders were enlightened about its potential abuses, or because they had not considered such programs, but rather because these new booming cities were less encumbered by the old and more able to reflect the changing political discourse that replaced the needs of the city with the with the rights of the individual."
[13] Craig Offman, "Dallas Still Struggles to Shake its Reputation as the City of Hate'," *The Globe and Mail,* November 16, 2013, https://www.theglobeandmail.com/news/world/dallas-still-struggles-to-shake-its-reputation-as-the-city-of-hate/article15469543/.
[14] Oscar Slotboom, *Dallas-Fort Worth Freeways: Texas-Sized Ambition* (Dallas: Lightning Press, 2014), 120. Central Expressway was constructed through an area previously inhabited by the primarily Black North Dallas, Stringtown, Bon Ton, and Deep Ellum neighborhoods: Cynthia Lewis, "Under Asphalt and Concrete: Postwar Urban Redevelopment in Dallas and Its Impact on Black Communities, 1943-1983," thesis, Texas Women's University, 2019, 68.
[15] *Dallas-Fort Worth Freeways,* 181-196.

By the late 1960s, development in downtown Dallas waned, due to economic inflation; urban decline and limited housing options; high land prices in the urban core, in contrast to cheaper land in the suburbs; and incompatible local zoning ordinances, all of which created barriers to downtown development. The central business district conceivably could have contained a building density of 20 times that area, but it was not zoned to allow for such a high level of density or to house that many people. Despite this obstacle, Dallas leaders noted that "Downtown remains the symbol which attracts corporate relocations and consequential economic benefits such as jobs, taxes, and sales to Dallas."[16] City officials recognized that downtown development should include a variety of housing types to accommodate the influx of new residents, who were flocking to Dallas from all over the United States. The City explored including residential units within large-scale developments as a partial solution to the housing issue, as well as revitalizing older deteriorated neighborhoods surrounding the downtown central business district. The first residential high-rise in the central business district was the Bank of Services and Trusts/Manor House Apartments building (1966) at 1222 Commerce; the One Dallas Centre mixed-use apartment/office building at 350 N. St. Paul was completed in 1979.[17]

Perhaps the most significant private downtown development of the 1960s was the One Main Place superblock (NRHP 2015), designed in 1964 and completed in 1968. The 33-story building, designed by Skidmore Owings and Merrill, was a modern International Style and New Formalist skyscraper with deep inset window bays. The project resulted from a partnership of W.W. Overton, the Murchison Brothers (John and Clint Jr.), and several other investors who joined forces to revitalize the west side of downtown.[18] One Main Place was originally intended to be the first phase of a three-phase superblock project occupying 10 acres and connected by a network of underground pedestrian tunnels, retail shops, and roadways, but only One Main Place (on 2.4 acres) was ever built.[19] The two other proposed phases were never completed because Overton was murdered by his estranged wife in 1970. That tragedy, which greatly affected the investors, stalled development in the west end of downtown for several years.[20]

Other high-rise commercial buildings completed in the 1960s included the LTV Tower at 1600 Pacific (1964); 1600 Patterson, a four-story office building atop a seven-story parking garage (1964); the Southwestern Life Insurance Building at 1807 Ross (1964); Mayflower Building at 411 N. Akard, as well as 701 Elm, 1401 Elm, 1301 Main, and 1401 Pacific, all completed in 1965; 1222 Commerce and 1015 Elm (both 1966); and 1600 Commerce and 1015 Elm, both completed in 1969.

Only 14 high-rise commercial buildings were completed in downtown Dallas in the 1970s. In addition to One Dallas Centre and Bryan Tower, these included the Dallas Federal Center at 1100 Commerce and 1301 Young Street, now known as Radiance Plaza, both 1970; 515 S. Griffin, 1200 Main, and 1307 Pacific, all completed in 1972; the 1st International Bancshares Tower (now Renaissance Tower) at 1201-1203 Elm (1974); 912 S. Ervay (1977); Dallas City Hall at 1400 Young and the office building at 1616 Woodall Rodgers Fwy (both 1978); and 1900 Jackson, 600 N. Pearl, and One Dallas Center at 350 N. St. Paul, all completed in 1979. One Dallas Center, in particular, launched the late-1970s trend in downtown Dallas of buildings designed by world-class architects—in that case, I.M. Pei, who had recently completed the new Dallas City Hall. The sculptural, chevron-shaped One Dallas Center was developed by Vincent Carroza, who also was responsible for One Main Place and Energy Square.[21]

[16] Carolyn Barta, "Roadblocks Slow Development," *Dallas Morning News*, February 24, 1975.
[17] HHM Inc., "Downtown Dallas and Deep Ellum Historic Resources Survey."
[18] Jay Firsching, Sr., "One Main Place," National Register of Historic Places, National Park Service, 2015, 7-10, 11, 19-20.
[19] "One Main Place," National Register of Historic Places.
[20] David Dillon, *Dallas Architecture 1936-1986* (Austin: Texas Monthly Press, 1985), 99-108.
[21] Steve Brown, "Downtown Dallas skyscraper from the 1970s was once a trendsetter and could be again," *Dallas Morning News*, September 19, 2012.

The U.S. Energy Crisis and Commercial Architecture

The design of Bryan Tower was a response to the U.S. Energy Crisis. It was constructed during a period of instability in the U.S. energy markets, starting in the late 1960s, which led to shortages in crude oil, natural gas, and electricity generation beginning in 1973 and continuing throughout the 1970s. Presciently anticipating the need for energy efficiency and conservation, Bryan Tower's designers utilized double-paned insulated "Thermopane" glass panels with "Vari-Tran" reflective tint, manufactured by Libbey-Owens-Ford Glass Company (LOF), to reduce outside noise and heating and cooling costs, as well as prevent solar heat gain and interior glare. Bryan Tower is an all-electric building with movable interior walls, HVAC vents, and electrical drops to enable flexible reconfiguration with less waste. Bryan Tower was the first building in downtown Dallas to use Vari-Tran and, along with Campbell Centre I (also 1972, 8350 North Central Expressway, one of the suburban arteries leading north out of downtown Dallas; Figure 30) is one of the earliest high-rise examples of Vari-Tran extant in Dallas today.[22]

Nationwide shortages in crude oil, natural gas, and electricity generation during the 1970s were collectively known as the U.S. Energy Crisis. The shortages resulted, in part, from a combination of economic policy decisions decades earlier designed to limit petroleum production in order to stabilize prices, along with political instability in the oil-producing Middle East. The U.S. Energy Crisis had a profound effect on commercial architecture, especially during the 1970s.

In 1930, two new major oilfields were discovered in Texas and Oklahoma. Those two states, along with California, collectively produced 80% of crude oil in the United States that year. The additional output from the new oilfields immediately and dramatically increased domestic crude oil production, at a time when the nationwide demand for gasoline had been driven down by the effects of the Great Depression. In response to the resulting glut (and plummeting price) of oil, the 10 states then producing most of the oil in the U.S. came together to propose a system for limiting production, based on federal projections of domestic demand. Individual states were allotted a number of barrels that could be produced each year, which they then allocated among independent oil producers. This approach initially stabilized U.S. oil supplies but ultimately resulted in higher prices for domestic oil.[23] The federal government also limited imports of foreign oil.

Awareness about the environmental damage caused by industry and combustion engines increased after World War II and accelerated in the 1960s and 1970s. In the mid-1960s, in response to concerns about traffic congestion and air pollution, states began to regulate the emissions and fuel efficiency of motor vehicles, which at that time consumed 40% of American oil. U.S. oil production peaked in the late 1960s, and by 1969 many domestic wells were losing capacity. From 1969-1971, a spate of oil spills further spurred states and politicians to enact regulations to reduce oil pollution and prioritize clean water.[24] Against this backdrop, oil imports grew along with Americans' oil consumption.

In 1973, the United States supported Israel during that country's war with Egypt and Syria. Arab nations responded in solidarity by cutting oil production and refusing to sell any oil to the U.S. for five months, an action known as the "Organization of Petroleum Exporting Countries (OPEC) oil embargo." The resulting limited oil supplies, which led to gasoline shortages, were compounded by a shortage of natural gas and capacity in electricity generation. In response, the federal government enacted energy conservation policies and laws, including a national speed limit of 55 miles per hour, efficiency targets for automobiles and appliances, and in 1977, the creation of the U.S. Department of Energy.[25]

[22] A second tower, Campbell Centre II, was built in 1977 (8150 North Central Expressway). See Figure 30.
[23] Lifset, Robert D. "A New Understanding of the American Energy Crisis of the 1970s." *Historical Social Research* 39, no. 4 (150), Special Issue: The Energy Crises of the 1970s: Anticipations and Reactions in the Industrialized World (2014): 186-208.
[24] Paul Sabin, "Crisis and Continuity in U.S. Oil Politics, 1965-1980," *The Journal of American History* 99, no. 1, Oil in American History (June 2012): 177-186. https://www.jstor.org/stable/41510313.
[25] Sabin, "Crisis and Continuity in U.S. Oil Politics, 1965-1980." .

The U.S. Energy Crisis' impact on commercial architecture of the 1970s was reflected in the design of interior spaces and the use of energy-conserving materials. Interiors originally designed with banks of overhead fluorescent bulbs that flooded the entire space with light were eschewed for more precise task lighting and the reintroduction of daylight; manufacturers introduced energy-saving bulbs and fixtures to retrofit existing offices.[26] The National Conference of States on Building Codes and Standards, established in 1967 to develop standard building codes, beyond those addressing life-safety issues, worked with the National Bureau of Standards to publish *Design and Evaluation Criteria for Energy Conservation in New Buildings* in 1974. That document led to a national standard for HVAC, lighting, and building envelope design in 1975; the result was projected to reduce a building's energy use by as much as 60%.[27] Architects did not wait for codes to change; for example, *A Bucket of Oil: The Humanistic Approach to Building Design for Energy Conservation*, a 1974 booklet by the architecture firm Caudill Rowlett Scott, to which Neuhaus & Taylor contributed, advocated for "lean and clean buildings" and called for the use of "double glass, tinted and reflective, to stop heat transfer" and devoted an entire section to the benefits of glass-clad buildings.[28]

An outwardly visible effect of energy-efficient design was the result of material innovations in glass curtain walls. Plate glass had been manufactured in the United States starting in 1865, but its large-scale use in buildings became much more economical following a 1959 English innovation (adopted in the U.S. in 1962) that eliminated the need for grinding and polishing the plate. The glass curtain wall (a non-structural building envelope) was introduced in 1918 but not widely employed until after World War II. In New York City, Skidmore Owings & Merrill (SOM) designed Lever House (constructed 1950-1952, NRHP 1983) and Ludwig Mies van der Rohe designed the Seagram Building with Phillip Johnson and Kahn & Jacobs (constructed 1954-1958, NRHP 2006). Together, these projects established a standard vocabulary of glass-curtain-wall design that SOM and others would employ nationwide, although the resulting buildings – featuring a gridded effect expressed through the varying sizes of glass panels and aluminum frames and spandrels – are now described as "Miesian."[29]

In the late 1960s and early 1970s, manufacturers began to produce plate glass with properties that enabled better performance in curtain-wall applications, such as heat absorption, the reduction of heat loss, and toughness (the ability to absorb an impact without fracturing).[30] For example, the transparent glass panels previously utilized were abandoned in favor of tinted glass with reflective mirror-like coatings, developed in the late 1960s to reduce solar heat gain inside buildings and, therefore, also reduce the energy required to air-condition those spaces.[31] In 1973, in an article by *New York Times* architecture critic Paul Goldberger, multiple architects and engineers pointed out the shortcomings of earlier glass-curtain-wall buildings, including the energy required for lighting and air-conditioning, as well as the glass wall itself:

> ... which is a particularly poor insulator, adding to both heating and cooling costs. Better-insulating double-paned glass is rarely used so as to keep initial costs down. "Mirror" glass, which reflects the sun's rays, helps keep air-conditioning costs down, but is no help with heating.[32]

[26] Elizabeth Donoff, "The Energy Crises of the 1970s," *Architect Magazine*, Special 30th Anniversary Issue: 30 Moments in Lighting, December 6, 2016. https://www.architectmagazine.com/technology/lighting/the-energy-crises-of-the-70s_o.
[27] Bruce D. Hunn, "Early and mid-1970s," *ASHRAE Journal* 52, no. 3 (2010): *Gale Academic OneFile*. https://link.gale.com/apps/doc/A238178355/AONE?u=acacia_az&sid=googleScholar&xid=9af1a3a6.
[28] William Wayne Caudill, Frank D. Lawyer, and Thomas A. Bullock, *A Bucket of Oil: The Humanistic Approach to Building Design for Energy Conservation* (Boston: Cahners Books, 1974), 13, 14, 18-49.
[29] Carole Rifkind, A Field Guide to Contemporary American Architecture (New York: Plume/Penguin, 2001), 270-271.
[30] Kimberly A. Konrad, Kenneth M. Wilson, William J. Nugent, and Flora A. Calabrese, "Plate Glass," *Twentieth-Century Building Materials: History and Conservation,* ed. Thomas C. Jester, National Park Service (Washington, DC: McGraw Hill, 1995), 184-185.
[31] Flora Chou, "The '70s Turn 50: Building the Context," DOCOMOMO US newsletter, special edition, August 13, 2020, https://www.docomomo-us.org/news/the-70s-turn-50-building-the-context.
[32] Paul Goldberger, "Energy Crisis May Doom Era of Glass Towers," *New York Times,* December 6, 1973, 49.

The adoption of double-paned, tinted glass in this application was complicated by longstanding issues with successfully creating a continuous seal over the edges of the two panes of glass. Once such a seal was compromised, the unit lost its thermal insulating properties as well as its clear appearance. Not until the late 1960s and early 1970s did manufacturers overcome this fundamental problem.

Thermopane

Libbey-Owens-Ford Glass Company (LOF) manufactured the Thermopane insulated dual-pane windows used for the Bryan Tower curtain walls. LOF secured the rights to Thermopane insulated glass window units in 1934 from Charles D. Haven, a refrigeration engineer. LOF would spend the next decade refining and perfecting the technique to produce insulated windows. Early iterations of Thermopane experienced sealant failures, with moisture frequently infiltrating the layer of dry air trapped between the two panes of glass. The problem was so persistent that LOF pulled Thermopane from the market in 1939, only a year after its initial release. In 1941, Haven and LOF engineer John J. Hopfield applied for a patent on a new and improved sealing process:

> (An) all metal seal ... was formed by a spray of molten aluminum onto a hot glass sheet. These two hot materials formed a chemical bond to which further layers of aluminum and other metals could be applied. Eventually, the process applied coats of copper, tin, or lead and finally a layer of solder that could then be fused to a similar coating on another, similarly prepared glass sheet. Once properly placed, the two sheets were then held together with a continuous solder joint, resulting in a fully sealed unit that fused two glass sheets with a flexible metal joint that contain no organic compounds and could accommodate the cyclical expansion and contraction caused by thermal extremes…Finally, Hopfield and Haven improved the outer, shellac-based coating that covered the fragile edges of the glass and metal seals and kept out air, moisture, and dust.[33]

Additional refinements enabled mass production, while prototype installations between 1939 and 1943 demonstrated the product's reliability. Despite success during this era, however, production was stymied by World War II building restrictions and materials rationing. Following the war, a widely successful advertising campaign in 1946 spurred mass adoption of the product, enabling LOF to open a dedicated Thermopane manufacturing plant that same year. Between 1945 and 1957, LOF's window-glass production increased by 56%, with Thermopane outpacing all single-glazed products. However, during this period and into the 1960s, Thermopane was more popular for use in residential buildings than in commercial buildings.[34]

In most new buildings, glass extended only from sill to ceiling, with sill-to-floor space occupied by a solid masonry wall. Because early glazing was not yet heat-absorbing, the solid masonry spandrel allowed for the installation of perimeter air conditioning units. Development of double-glazed windows with a high iron content (absorbing radiation going both ways), meant that the windows could be larger. However, conservative building codes for commercial construction in many cities essentially required a masonry spandrel wall between floors, preventing a fully glazed skin.[35]

LOF spent more than four decades executing an ongoing program of invention and innovation to address its seal failure problem. Eventually, by the mid-1960s, LOF was willing to warranty their Thermopane units for 10 years against seal failure, but it was not until the development of hybrid metal and plastic structural seals in the early 1970s

[33] Thomas Leslie, "'Insulation with Vision': The Development of Insulated Glazing, 1930-1980," *APT Bulletin: The Journal of Preservation Technology* 49, no. 4 (2018), https://www.jstor.org/stable/10.2307/26632385.
[34] Libbey-Owens-Ford Glass Company, "Thermopane: A Transparent Insulating Glass Unit for Homes and Other Types of Buildings," 1946.
[35] Thomas Leslie, "Toward the Glass Box," April 2019 lecture at the Skyscraper Museum (New York), accessed via YouTube, https://www.youtube.com/watch?v=IGI91XZUNeQ; Giorgio Marfella, "From Heat Absorption to Speculation: The Troubled Evolution of International All-Glass Architecture in Melbourne (1955-1985)," *Proceedings of the Society of Architectural Historians Australia and New Zealand* 33 Gold (2016): 404-417."

that Thermopane became reliable enough for widespread use in commercial applications.[36] Although the plate glass used in the Bryan Tower was available and in use in the mid-20th century, as noted above, curtain walls typically incorporated metal or masonry spandrels during that period. As the century progressed, aluminum mullions began to be used between glass panes, becoming thinner and thinner.

Vari-Tran Reflective Coating

The incorporation of a reflective finish into double-glazed Thermopane windows, a design innovation that emerged in the late 1960s, was part of a larger trend in commercial architecture aimed at producing more overt energy conservation measures.[37] Reflective glass was already available, having been developed in the 1950s by applying films of thin chrome alloy bound by thermal evaporation to plate glass.[38] LOF offered ultraviolet ray-blocking "golden polished plate glass" and heat-absorbing blue-green polished plate glass, as well as tinted plate glass in green, peach, and three shades of blue, by the mid-1950s.[39] It launched its reflective finish, called Vari-Tran, in 1968.[40] Vari-Tran coatings were available in either silver or gold.

LOF advertisements for Vari-Tran in the early 1970s positioned the product as an architectural energy-conservation tool that reduced the energy needed to run a building's air conditioning and heating systems (as well as the amount of HVAC equipment needed), reduced glare and the visible brightness of the sky outside, and rejected up to 82% of solar heat.[41] LOF offered more than 50 varieties of Vari-Tran, allowing architects and property owners to select the "right color, degree of reflectivity, and comfort coefficient for their specific design needs."[42] Although also available in silver, the gold Vari-Tran coating was particularly distinctive and eye-catching. According to architectural historian Kathryn O'Rourke in *Home Heat Money God: Texas and Modern Architecture,* the Campbell Centre, "a spectacular cluster of mirrored gold buildings," represented "the quintessential material embodiment of wealth" and "perfectly captured the essential selfishness on which capitalism is built … it was well suited to a city famous for its affluent residents' love of large, shiny trinkets." When a shot of Campbell Centre II (1977, 8150 North Central Expressway) was used for the opening of the television show "Dallas," O'Rourke notes that the Campbell Centre "helped cement the city's image as a capital of unscrupulous consumerism internationally. The Campbell Centre exuded confidence and paved the way for Fountain Place's comparatively restrained homage to diamonds." O'Rourke posits that Campbell Centre I (1972, 8350 North Central Expressway) helped to popularize buildings clad entirely in golden mirrored architectural glass (Figure 30).[43]

The socio-economic conditions of the 1970s U.S. Energy Crisis finally provided the opportunity for American glass manufacturers to expand the market for reflective products. The introduction of reflective glass products to the market meant that buildings could be stripped of sunshades, overhangs, operable windows, and other architectural features traditionally implemented to cool a building. Bryan Tower exemplifies this trend in commercial architecture in the 1970s toward glass exteriors and energy conservation. According to Giorgio Marfella, an internationally recognized expert on the history of high-rise construction technology and member of the Council on Tall Buildings and Urban Habitat, "By the mid-1970s, using highly reflective glass such as LOF's Thermopane Tempered Vari-Tran, a new paradigm of international architecture was established. The neutral aesthetic of silver or golden reflective glass was the

[36] Leslie, "Insulation with Vision."
[37] Chou, "The 70s Turn 50."
[38] Leslie, "Toward the Glass Box"; Marfella, "From Heat Absorption to Speculation."
[39] Libbey-Owens-Ford Glass Company, "Glass for Construction" trade catalog, 1955.
[40] Marfella, "From Heat Absorption to Speculation": 404-417.
[41] Libbey-Owens-Ford Glass Company, "The working glasses," 1970 advertisement; and Libbey-Owens-Ford Glass Company, "LOF Vari-Tran reflective glass: It can save enough energy to fill the household needs of this city for the next 10 years," 1972 advertisement.
[42] Libbey-Owens-Ford Glass Company , "This city stretches from New York to Los Angeles," 1972 advertisement.
[43] Kathryn O'Rourke and Ben Koush, *Home Heat Money God: Texas and Modern Architecture* (Austin: University of Texas Press, 2023), 135.

new global standard for office building, attested by the appearance of iconic skyscrapers and smaller campus-set office blocks alike."[44]

Development & Construction of Bryan Tower

Bryan Tower was developed in a joint venture between the Trammell Crow Company and the Metropolitan Life Insurance Company at a cost of $45 million. Fred Trammell Crow saw a need for office space and envisioned Bryan Tower, his first skyscraper, as an opportunity to offer high-quality tenant amenities with the largest amount of leasable square footage in the Southwest. He was particularly adept at anticipating national market trends and erecting buildings with the amenities needed to stay ahead of the competition. Crow was also known to work with partners like Metropolitan Life in order to ensure broad support for a project's success.[45]

Architects Neuhaus & Taylor of Houston began to develop conceptual plans for the building in early 1970. Site considerations included convenient access to expressways leading to the largest residential sections in the metro area. Prior to construction, the site of Bryan Tower was occupied by low-rise auto repair and auto tire sales, a restaurant, a hotel, and parking through 1962. By 1968, however, those buildings were demolished, and the site was used exclusively for parking. Plans for construction were announced on August 8, 1970, and ground was broken shortly thereafter.[46] The distinctly post-war site plan, influenced by that of Ludwig Mies van der Rohe's Seagram Building in New York City, featured large setbacks and a detached parking garage.

The structural framework for the tower was constructed at a rapid pace of more than two floors per week, eventually using over 10,000 tons of steel. A topping-out ceremony on July 31, 1971, was attended by Texas Lieutenant Governor Ben Barns.[47] A successful leasing campaign led by real estate firm Henry S. Miller Co., the exclusive leasing agent for the building, resulted in half the space being leased by mid-1972.[48]

Henry C. Beck served as general contractor for the project; subcontractors were primarily based in Dallas, with only a few exceptions. Non-Dallas subcontractors included Ellisor Tanner Engineers, Inc. (Houston), structural engineers; Chenault & Brady (Houston), mechanical/electrical engineers; and Fischbach & Moore, Inc. (Boston), electrical contractors. Dallas subcontractors included Mosher Steel Co. (steel fabrication); John F. Beasley Construction Co. (steel frame erection); Mobley-Speed (cement floor contractors); and Lambert Landscape Co., landscape architects. Other Dallas subcontractors included Southwestern Laboratories, Western Waterproofing Co., Slaughter Industries, Inc., Lonestar Industries, Webb Builders Hardware, Inc., R.C. Roland Foundation Drilling Incorporated, and Shahan & Son, Inc.[49] The interior design firm of Pierce, Lacey-Cannell & Chaffin assisted all new tenants upon the building's completion.[50]

Bryan Tower was designed as a Miesian-inspired rectangular skyscraper, with a steel frame, flat roof, and curtain walls of highly reflective gold-colored Thermopane glass with bronze-colored anodized aluminum fins (Figures 1-9, 15-18). When it was completed, the *Dallas Morning News* touted it as the "largest reflective glass structure in the world," and, according to the paper, was the "largest project ever undertaken using golden Vari-Tran reflective glass." While that

[44] Thomas Leslie, "Toward the Glass Box"; Marfella, "From Heat Absorption to Speculation."
[45] "Confidence Exuded at Crow Party," *Dallas Morning News*, May 8, 1971; "Half the Space in 2001 Bryan Tower Spoken For," *Dallas Morning News*, July 9, 1972.
[46] Sanborn Fire Insurance Maps for Dallas, Texas 1921-1952, Vol. 1, 1921; republished 1952, Sheets 29-30, courtesy ProQuest Digital Sanborn Maps, 1867-1970; Paula Bosse, "Dallas Skyline, Looking West – 1970", Flashback Dallas website. https://flashbackdallas.com/2017/11/02/dallas-skyline-looking-west-1970/; Historic aerial photographs, 1952, 1958, and 1968; historicaerials.com.
[47] "Downtown inherits a fresh appearance," Dallas Times Herald, July 9, 1972; and Dallas Morning News, July 1, 1971 (article name unknown).
[48] "Half the Space in 2001 Bryan Tower Spoken For," *Dallas Morning News*, July 9, 1972.
[49] *Dallas Morning News* and *Dallas Times Herald*, 1972 (various articles).
[50] "Lacey-Cannell Serves Tower, *Dallas Morning News*, January 16, 1972.

claim cannot be substantiated, the building utilized the equivalent of seven acres of Thermopane glass with reflective Vari-Tran coating.[51] A 1972 article in the *Dallas Times Herald* noted that the "dual pane construction of the solar glass wall" enabled the architects to eliminate "noisy, high-pressure window convector units." "The building's 4,125 tons of all-electric heating and air conditioning was anticipated to be a quiet, lower pressure, multi-zone system with two multi-zone air-handling units and 12 individually controlled air-conditioning zones on each floor, "twice what you find in most buildings of comparable size."[52]

Other notable features of Bryan Tower included a 35-foot microwave antenna system on the roof, connected to the nationwide Microwave Communications Network, which had 590 stations.[53] A "Man and Pegasus" sculpture, designed by Swedish artist Carl Milles, was positioned in the plaza (Figure 11, removed 2012).[54]

The building's completion was noted in the *Dallas Morning News* as a "Story of Progress in Dallas"[55] and "Proof of Confidence." (Figures 19, 22)[56] Its location, near two expressways connecting to the residential sections of the city, was described as "superior" because tenants could avoid the normal downtown traffic.[57]

> Metropolitan Dallas is the backbone of our economic community and this strong core is "Where the action is" in Dallas, Texas. If your office home is at 2001 Bryan you are in the middle of all activity in our city and the Southwest, yet one short but important block away from the retail congested area of the inner core. 2001 Bryan is within short walking distance of Downtown Dallas hotels, shops, Post Office, restaurants, theaters, banks and major business buildings.[58]

Another *Dallas Morning News* article noted that "Efficiency, prestige, accessibility and quality... have been uppermost in the minds of everyone concerned with the creation, construction and management of this superb office facility."[59]

The lobby was designed with Italian travertine flooring and walls, and featured "18-foot-high ceilings with special lighting … upper floor lobbies' corridors (were) carpeted and highlighted by vinyl fabric wall coverings."[60] Original architectural drawings show open space surrounding the service core, to offer maximum flexibility for tenant buildout (Figure 14). Original tenant buildout utilized modular Kaiser KW-509 prefabricated, reusable, demountable wall panels, which could be assembled and disassembled with minimal effort. These wall panels were integrated with a movable lighting and heating structure, using air ducts and lighting conduits on five-foot movable hoses concealed above the ceiling. All office and public area doors were solid-core, full-height teak with oil-rubbed bronze hardware. Original bathrooms featured brown ceramic tile floors, white vinyl and ceramic walls, full-width glass mirrors, and Italian travertine marble countertops with white oval-shaped basins. Model offices added on the third floor were noted as having "the same amount of glass verticality as a penthouse would in any other building"; noting that the "light reflecting qualities of the unusual window glass will give each tenant a totally glare-free view."[61]

[51] "Downtown inherits a fresh appearance;" and "Crow Tower Mirrors City," *Dallas Times Herald*, 1971; "Half the Space in 2001 Bryan Tower Spoken For," *Dallas Morning News*, July 9, 1972; "Reflection on Glass: New Architecture Stirs More Heat Than Light," Dallas Morning News, August 13, 1972.
[52] "Advanced heat/cool systems," *Dallas Times Herald*, July 8, 1972.
[53] "Half the Space in 2001 Bryan Tower Spoken For," *Dallas Morning News*, July 9, 1972.
[54] "Sculpture at 2001 Bryan Tower," *Dallas Morning News*, June 23, 1972.
[55] *Dallas Morning News*, July 9, 1972 (article name unknown).
[56] "40-Story Tower Topped Out: 2001 Hailed as Proof of Confidence," *Dallas Morning News*, July 1, 1971.
[57] "Half the Space in 2001 Bryan Tower Spoken For," *Dallas Morning News*, July 9, 1972.
[58] "Why Choose 2001 Bryan for Office," *Dallas Morning News*, July 9, 1972.
[59] "Half the Space in 2001 Bryan Tower Spoken For," *Dallas Morning News*, July 9, 1972.
[60] "Half the Space in 2001 Bryan Tower Spoken For," *Dallas Morning News*, July 9, 1972.
[61] "Model Offices Show Prospective Tenants Exciting Innovations in Space Design," *Dallas Morning News*, July 9, 1972.

At the "Construction's Man of the Year" Award Dinner in New York City in February 1973, four project representatives were recognized and honored for the speed at which Bryan Tower was built. The event, sponsored by *Engineering News-Record Magazine*, was attended by E.V. Brown, representing Henry C. Beck; J. V. Neuhaus III, representing Neuhaus & Taylor; Jack H. Brady, representing Chenault & Brady; and Elmer W. Ellisor, representing Ellisor Tanner Engineers, Inc. The four were commended by *Engineering News-Record* as "leading members of an architect-engineer-contractor team that designed and built a 40-story building in 24 months, a project that could have taken from 30 to 36 months to design and build."[62]

Additional accolades for the building included the All-Electric Building Award given to Bryan Tower by the Dallas Power and Light Company (Figure 21). Adopted by the Edison Electric Institute in 1963, the All-Electric Building Award recognized "commercial and industrial firms who [occupied] total electric buildings and thus [operated] a 'total electric' business or industry." A program of electric light and power companies across the United States in conjunction with the Edison Electric Institute, awards were given based on an eight-point code and could be granted to any "business, building, store or manufacturing plant, regardless of size…provided its design [was] completely electric and [included] air conditioning, heating and high-quality lighting." The purpose of the award was to "encourage the design and construction of commercial and industrial buildings that [would] be more efficient, less expensive to own and operate, and have more usable space."[63] The *Dallas Times Herald* noted that "2001 Bryan Tower [was] the first all-electric building of its size in Dallas."[64]

Following a debt dispute with lender Equitable Life Insurance in January 1995, Trammell Crow Interests placed Bryan Tower (along with 46 other properties, comprising a $295 million real estate portfolio) under the control of a federal bankruptcy court, a step taken to protect their ownership stake in the buildings. An agreement was reached with Equitable Life Insurance in 1996.[65] An investment partnership represented by Spire Realty Group purchased the building, less than 25% occupied at the time, from Equitable Real Estate in 1997. Spire planned and completed a major renovation for the building, including the redesign of the first and second floors, in 1998. Trammell Crow Co. remained involved in the operations of the building after the purchase, acting as leasing and marketing agent.[66] Today, the building is owned by Wood Capital Management.

Tenants

When it opened, Bryan Tower boasted one million square feet (27 acres) of leasable space, operating exclusively as a commercial space. The building attracted a wide variety of tenants, including:[67]

- U.S. Department of Housing & Urban Development
- Henry S. Miller Co. Realtors (the exclusive renting agent for Bryan Tower when it opened, 35th floor)
- Federal National Mortgage Association (aka Fannie Mae), Southwestern Regional Office (12th floor)
- Women for Change
- Citizen's National Bank (1st and 2nd floor)
- The 2001 Club (1970s, 40th floor)
- Horace Ainsworth Co. (Dallas-based real estate and land development firm)
- Korea Trade Center

[62] "Bryan Tower team honored for 'speed'," *Dallas Times Herald*, January 28, 1973.
[63] "Knights of Columbus Building Gets All-Electric Gold Medallion Award," *The Progress* (Clearfield, PA), March 5, 1970.
[64] "2001 Bryan: a spacy odyssey for today," *Dallas Times Herald*, May 21, 1972.
[65] "Debt dispute puts Bryan Tower into bankruptcy," *Dallas Morning News*, January 5, 1995; and "Bryan Tower wrapping up bankruptcy," *Dallas Morning News*, February 15, 1996.
[66] "Houston investment group buys 40-story Bryan Tower," *Dallas Morning News*, July 2, 1997.
[67] "27 Acres of Space," *Dallas Morning News*, July 9, 1972; various articles Section H, *Dallas Morning News*, July 9, 1972; "Four Firms Pick '2001,'" *Dallas Morning News*, April 16, 1972.

- Wilbur Smith & Associates (engineering firm)
- Jamaica Tourist Board
- E. F. Hutton & Co. (stock brokerage firm)
- Hickman-Hoppe & Co. (Dallas-based real estate firm)
- Alexander & Alexander of Texas Inc. (insurance agency/broker)
- Phoenix Mutual Life Insurance Co. (11th floor)
- Robert Half Personnel Agencies of Dallas, Inc. (11th floor)
- Haley, Winfrey & Virden (CPA firm, 8th floor)
- McGraw Hill Publishing Co. (10th floor)
- Joe Vaughan, Pelletier & Donsky (law firm)
- Moore, Peterson & Bach (law firm)
- Swearingen Co. (real estate firm)
- Peter Verhalen & Kim Watson (real estate firm)
- Russo Properties (real estate firm)
- Greater Dallas Employment Service
- Busby, Finch & Woods, Inc. (television advertising firm)
- Michael J. Kuhn & Co. (CPA firm)
- Cass & Stevens (oil operators)
- Jetton's Foods Inc. of Texas (cafeterias and catering, lobby)

Skyscrapers in Dallas – Comparative Analysis with Bryan Tower

A later example of Miesian curtain-wall commercial architecture, Bryan Tower shares materiality with the "Slick Skin" or "Corporate Modern" architecture of the 1970s and 1980s, which also utilized tinted reflective glass in high-rise curtain-wall construction.[68] Advances in material and construction technology during the late 1960s and early 1970s, as well as changes in building codes, enabled the use of all-glass curtain walls without masonry spandrels. Architects began to design sculptural high-rises with "a range of reflections and shadows that relieve what might otherwise be a mirrored monotony." Bryan Tower's conventional rectangular form and grid-like pattern of vision panels, spandrel glass, and aluminum fins sets it apart from the "slick skin" buildings that take advantage of thin cladding materials and hidden fasteners to create "all manner of pleated, terraced and eroded forms."[69] The rounded corners and nearly continuous surface of Dallas' Campbell Centre I (1972, Figure 30), which (like Bryan Tower) is clad in Libbey-Owens-Ford's Thermopane glass with golden Vari-Tran reflective tint, differentiates the two buildings—as does Campbell Centre's location on Dallas' Central Expressway at State Highway Loop 12, which circles around the central business district and is adjacent to Dallas Love Field airport.[70]

Lemmon Park Central (2731 Lemmon Ave. E, completed in 1970), a high-rise office building in the Uptown area designed by Dallas architects Woodward, Cape & Partners, Inc., was the first building in Dallas to utilize Vari-Tran in both Thermopane vision panels and Tuf-Flex spandrel glass.[71] Lemmon Park Central was demolished sometime between 2008 and 2011.

Other buildings in Dallas known to feature Thermopane with Vari-Tran include Campbell Centre I (1972) and Campbell Centre II (1977, Figure 30) on U.S. 75 in northeast Dallas, and the Hyatt Regency, 300 Reunion Blvd. in downtown Dallas (1976). The few gold high-rise buildings built in Dallas include Bryan Tower, the Campbell Centre towers, Renaissance Tower at 1203 Elm downtown (1974), and Eldorado Towers I and II, built in 1976 and 1985 respectively, at 8777 N. Stemmons Fwy., northwest of downtown near Love Field. KPMG Centre (now 717 Harwood, 1980) features a field of gold glass within a brown stone frame on each elevation. The gold shades of these buildings vary, and it is not known whether Renaissance, Eldorado, and KPMG were built with Vari-Tran or a competitive product.

Gold towers were not the only "mirrored" buildings in Dallas. First International Bancshares Tower (now Renaissance Tower, 1975), Hyatt Regency Hotel (1976), and the Allied Bank Tower (now Fountain Place, 1986), all prominently feature highly reflective silver glass-curtain-wall designs. (In 1986, however, the exterior cladding of First International Bancshares Tower was refinished to create a full-facade helix pattern, significantly altering the building's exterior integrity.) Thanksgiving Tower (1982) features a highly reflective dark glass in its curtain wall design. Many other buildings completed in the 1980s feature dark, highly reflective glazing, including San Jacinto Tower (1982), Harwood Center (1982), First City Centre (1983), Energy Tower (1983), Trammell Crow Center (1984), Bank of America Plaza (1985), and Chase Tower (1987); none of these execute fully glazed curtain walls like those seen at Bryan Tower.

[68] Rifkind, *A Field Guide to Contemporary American Architecture*, 297-302.
[69] Rifkind, 297.
[70] The 1953-1955 expansion of Love Field consumed the Black neighborhood known as Elm Thicket. Cynthia Lewis, "Under Asphalt and Concrete," 72.
[71] Advertisement, *The Architectural Forum*, October 1970, online at https://usmodernist.org/AF/AF-1970-10.pdf.

Fred Trammell Crow (1914-2009)

Fred Trammell Crow was born June 10, 1914, to parents Jefferson and Mary Crow, the fifth of eight children. Following a relatively impoverished upbringing, he worked his way through school as a bank teller at Mercantile Bank while attending the American Institute of Banking at Dallas College, the evening division of Southern Methodist University. Crow passed the Texas CPA exam in 1938 and accepted a position with Ernst & Ernst as an auditor. In 1940, he joined Smith, Morrison & Salois, where he specialized in tax work. At the onset of WWII, he accepted an officer's commission in the Navy, where he put his auditing skills to work. By 1944, he had earned the rank of Commander, overseeing Navy audit teams that worked with various defense contractors. In the interim, Crow married Margaret Doggett on August 15, 1942. The couple had six children: Robert, Howard, Harlan, Trammell S., Lucy, and Stuart.[72]

Following WWII, Crow took over the Doggett family's grain commodity business, which operated out of a warehouse in Dallas, leasing the unused space to rug makers. Seeking to invest funds from his wife's inheritance, Crow entered a partnership with John Stemmons to build upscale warehouses near the banks of the Trinity River. His approach to the construction of the warehouses was simple but innovative: Crow turned the traditional model of undifferentiated boxes with loading docks facing the street on its head, dividing large buildings into free-standing units, placing the offices at the front of buildings and the loading docks at the rear, and improving their overall appearances with landscaping and, eventually, art.[73] Construction of those warehouses, with their landscaped lots, generous windows, and quality light fixtures marked the beginning of Crow's real estate empire which, by the 1980s, was worth more than $8 billion.[74]

In 1948, Crow established Trammell Crow Company, a private development firm that grew to become one of the largest in the country. He later founded Trammell Crow Residential and the Wyndham Hotel Company.[75] His Dallas-based developments included Dallas Market Center, Stemmons Tower, the Loews Anatole Hotel, the World Trade Center, the Infomart, the Apparel Mart, and Bryan Tower, Crow's first skyscraper. Crow Co. was also involved with the development of Peachtree Center in Atlanta and Embarcadero Center in San Francisco. Crow was adept at anticipating national market trends and erecting buildings with the amenities needed to stay ahead of the competition. He was highly involved in the design of his buildings, routinely doing much of the conceptual design work himself.[76] His developments (domestically and, eventually, internationally) totaled nearly 300 million square feet of real estate and gross assets of more than $14 billion, with properties in more than 100 cities and more than 220 partners.[77] *Forbes* in 1971 and *The Wall Street Journal* in 1986 called him "the largest landlord in the United States."[78]

Crow's success in these markets earned him both local and national acclaim. In 1972, Crow was elected chairman of the board of National Realty, Inc., which represented the country's leading real estate owners, investors, and developers.[79] In 1973, he was given the S.I.R. (Skill-Integrity-Responsibility) Award by the Dallas Chapter of Associated General Contractors, which cited 2001 Bryan Tower, specifically, as a local achievement.[80] He received the Distinguished Developer Award from the Urban Land Institute (ULI) in 1986. In October 1989, Crow was appointed by President George H.W. Bush to the Advisory Committee for Trade Policy and Negotiations; he was instrumental in bringing the Republican National Convention to Dallas in 1984. In 1987, *Fortune* named him to the U.S. Business Hall

[72] "Crow: Keeping a low profile," *Dallas Times Herald*, August 20, 1984; and "Trammell Crow," *Dallas Morning News*, January 18, 2009.
[73] *Dallas Architecture 1936-1986*, 42.
[74] "Crow: Keeping a low profile."
[75] "Trammell Crow," *Dallas Morning News*.
[76] *Dallas Architecture 1936-1986*, 46.
[77] "Fred Trammell Crow," *Texas Monthly*, August 1989.
[78] "Trammell Crow, Innovative Developer, Dies at 94," *New York Times*, January 16, 2009.
[79] "Committee chooses Crow," *Dallas Times Herald*, October 9, 1972.
[80] "Construction Industry Award Goes to Crow," *Dallas Morning News*, December 15, 1973.

of Fame.[81] Crow stepped down as CEO of Trammell Crow Co. in 1977. He died at his family farm near Tyler, Texas, on January 14, 2009.[82]

Neuhaus & Taylor, Architects

The Houston-based architectural firm Neuhaus & Taylor was established in 1955 by J. Victor Neuhaus III and Harwood Taylor. Both men were educated at Lamar High School in Houston and the University of Texas at Austin, receiving bachelor's degrees in architecture in 1951. Their partnership was structured so that Taylor concentrated on design, while Neuhaus concentrated on management and marketing. The firm successfully rode the post-WWII building boom, with early commissions including both residential and commercial designs. During that period, the firm especially made a substantial mark on the Richmond Avenue corridor in Houston, an area developed during the suburban migration of small companies away from downtown. Their earliest buildings on that corridor are small-scale, Miesian-influenced designs.[83] Neuhaus & Taylor opened an office in Dallas in 1971.[84]

In the late 1960s, as the firm grew in size, so did their commissions, including the American National Insurance Company building (Galveston, 1972, NRHP 2021), Cullen Center Bank & Trust Co. (Houston, 1971), Dresser Tower (Houston, 1971) and Bryan Tower.[85] Consistent with the style of some of their earlier designs, Bryan Tower can also be described as a Miesian-influenced building, as it is slightly similar to Ludwig Mies van der Rohe's Seagram Building (1958) in New York City, which introduced the concept of situating a corporate tower in an open plaza.[86] Both buildings possess the same grid-like divisions of elevations and reflective glass properties. The Seagram Building features a recessed and partially enclosed ground floor, while this feature was a later alteration (1998) for Bryan Tower. Each building's curtain wall above the first floor continues uninterrupted to the roof.

At the Construction's Man of the Year Award Dinner in New York City in February 1973, Neuhaus was among the four project representatives recognized and honored for the speed at which Bryan Tower was built. The speedy construction of Bryan Tower was attributed to and facilitated by Neuhaus & Taylor's concept of construction management termed "SCAT:" Systems Communication Action Triangle. The triangle consisted of the architect, owner, and contractor engaging in a continuous dialogue, resulting in a systematic and expeditious solution to construction problems. According to Charles R. Sikes, Jr., the partner in charge of the Bryan Tower project for Neuhaus & Taylor, "the use of SCAT allowed the architects to compact twelve months of design and production time into four" and described the building as a "vertical expression of strength."[87] Bryan Tower was one of five Neuhaus & Taylor projects under construction in Dallas at the time, including Campbell Centre I (8350 North Central Expressway). Completed in 1972, the Campbell Centre tower, whose twin, Campbell Centre II (8150 North Central Expressway, Figure 30), was completed in 1977, is part of a quarter-mile-long complex angled at 45 degrees to the freeway above a parking garage plinth.[88] Like Bryan Tower, Campbell Centre I also incorporated Thermopane with Vari-Tran.[89] The Campbell Centre towers were extensively renovated ca. 2022 with the addition of office courtyards,

[81] "Fred Trammell Crow," *Texas Monthly*.
[82] "Trammell Crow, Innovative Developer, Dies at 94," *New York Times*.
[83] Anna Mod and Adam Rajper, "American National Insurance Company," National Register of Historic Places, National Park Service, 2021, Section 8, 18.
[84] "Neuhaus & Taylor," *Texas Architect*, March 1971, 26.
[85] Mod and Rajper, 20.
[86] *Dallas Architecture 1936-1986*, 42.
[87] "2001 Bryan Tower Really Scatting," *Dallas Morning News*, April 25, 1971; "2001 Bryan Nears Completion," *Dallas Times Herald*, January 30, 1972.
[88] Addresses and build dates for Campbell Centre I and Campbell Centre II found in Dallas Central Appraisal District, accessed June 25, 2024, Commercial Account Details (dallascad.org), Commercial Account Details (dallascad.org); Historic Aerials, 1972, 1979, https://www.historicaerials.com/viewer.
[89] American Institute of Architects, Dallas Chapter, *The American Institute of Architects Guide to Dallas Architecture with Regional Highlights* (McGraw Hill Construction Information Group, 1999), 135.

tenant work lounges, an updated lobby area, a new café, coffee bars, and a conference center.[90] Other Neuhaus & Taylor projects around that same time included Bruton Park (8700 N. Stemmons Pkwy., 1972), a pair of four-story "garden office" buildings with center atriums (Figures 25-26), and Mockingbird Towers (1341 W. Mockingbird Lane, 1972), 12 stories of "softly reflective (office) towers rising from crisply detailed service buildings" (Figures 27-28); and the low-slung 1975 Liquid Paper Company building at 9130 Markville (now a U.S. Post Office facility, Figure 29).[91] Only the Mockingbird Towers are similar to Bryan Tower or Campbell Centre I, albeit on a smaller scale; those buildings are clad in pale gray reflective glass that today is embellished with bright blue reflective glass in a diamond-and-crosses pattern on the highway-facing elevations.

Following acquisitions of various architecture and engineering firms in the 1950s and 1960s, in 1972 Neuhaus & Taylor became Diversified Design Disciplines (3D), one of the largest Houston-based architectural firms. In 1975, the firm incorporated as 3D/International (3D/I).[92]

Conclusion

Completed in 1972, Bryan Tower marks a point when high-rise commercial architecture in Dallas was transitioning from Miesian curtain-wall architecture to the "Slick Skin"/Corporate Modern high-rise buildings of the 1970s and 1980s. Bryan Tower is also an early example of commercial architecture's response to the U.S. Energy Crisis during the 1970s, particularly through the use of Thermopane with Vari-Tran glass, the building's all-electric design, and the incorporation of movable office walls, power, and HVAC systems for greater flexibility and less construction waste during tenant buildout. The period of significance is 1972, when Bryan Tower opened to the public.

[90] Steve Brown, "Dallas' landmark gold Campbell Centre towers are getting a redo," *Dallas Morning News*, October 7, 2021.
[91] *Dallasights: An Anthology of Architecture and Open Spaces* (Dallas: American Institute of Architects, 1978), 46, 54, 57, 65, 168.
[92] "American National Insurance Company," Section 8, 18.

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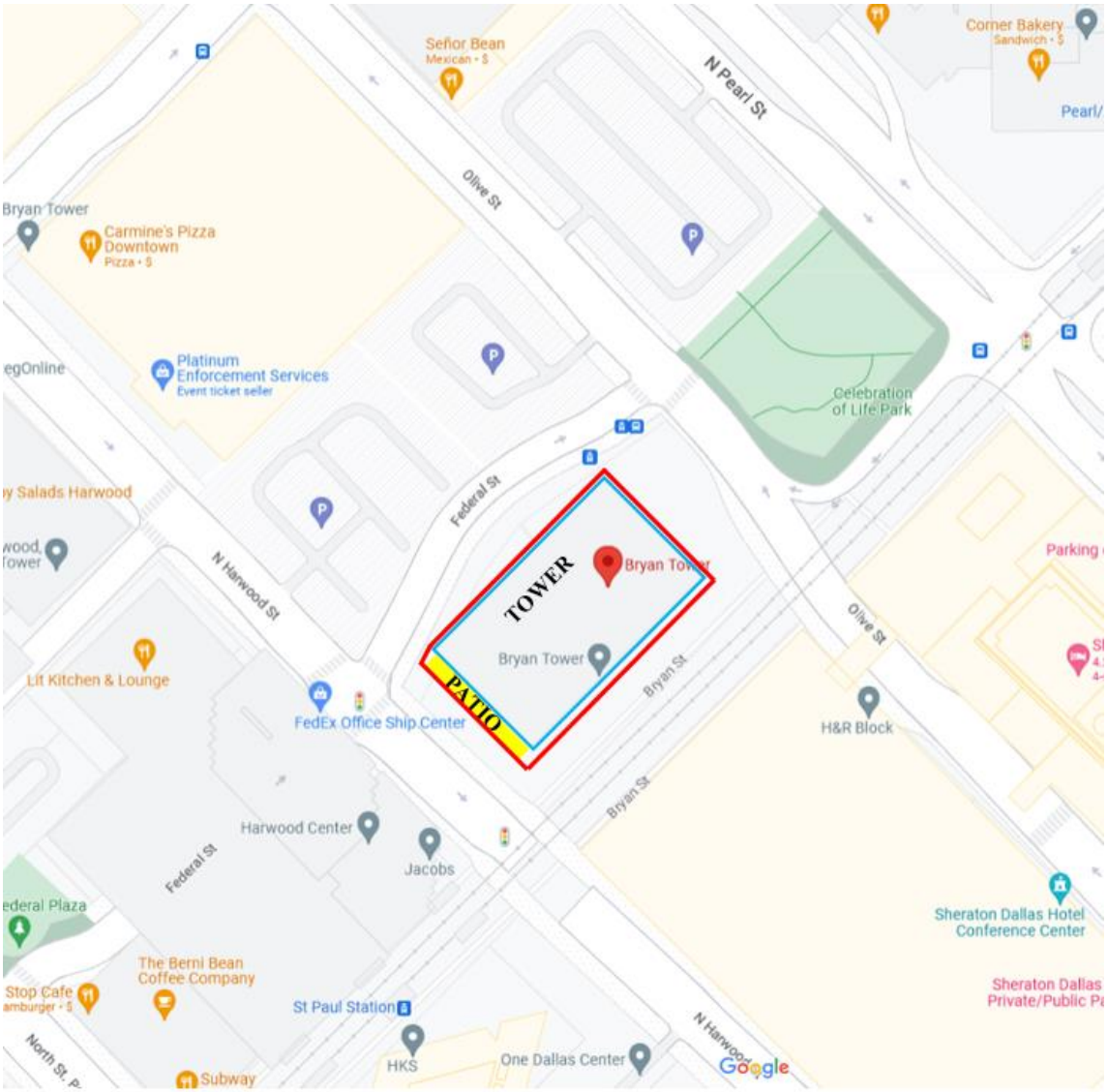
Maps

Map 1
Dallas County, Texas

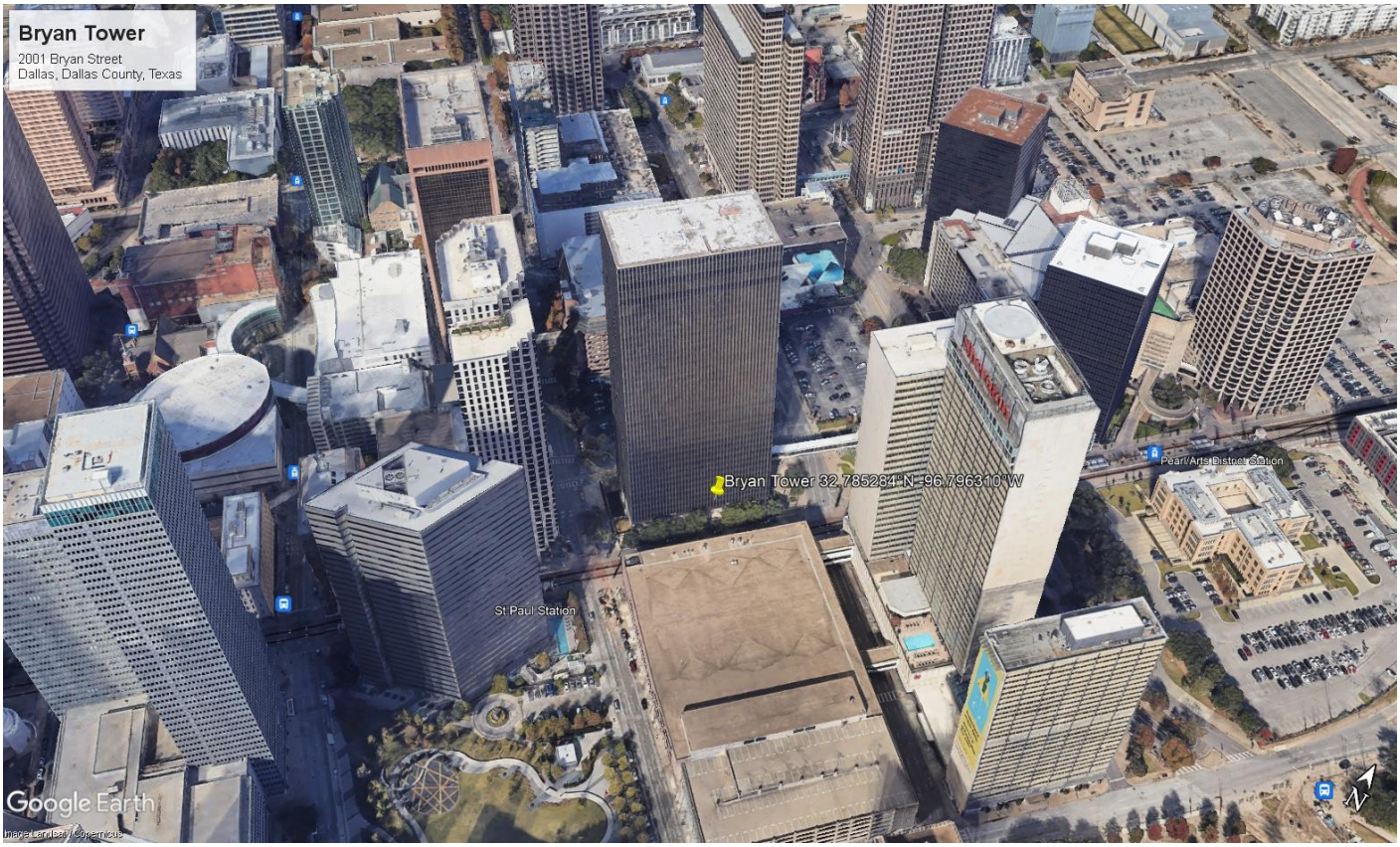
Map 2
Dallas, Dallas County, Texas

Map 3

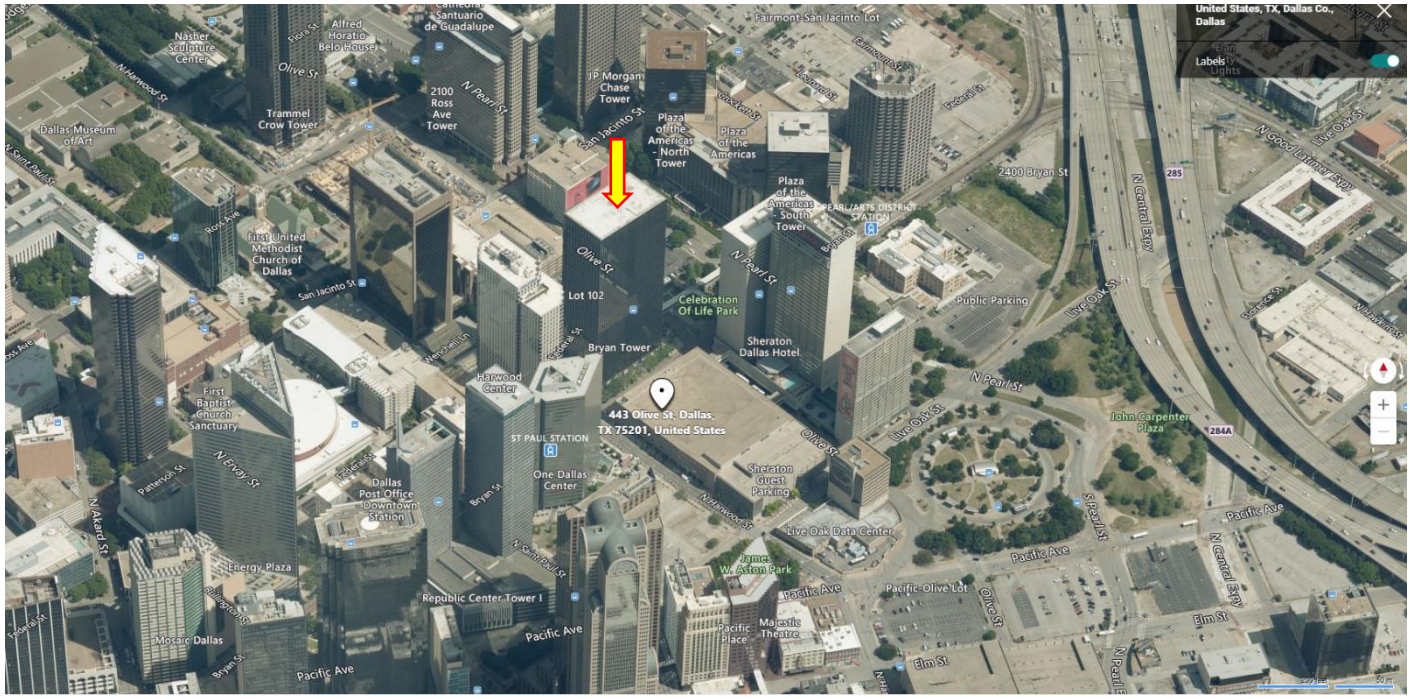
Google Map showing boundary, accessed March 1, 2023. Boundary (red) encompasses the historic building footprint in (blue) and attached non-historic patio shown in yellow. The nominated boundary includes approximately 0.73 acres of the legal parcel identified as BLK 247 TR 1 & ABND ROW (Account #: 00000105316000000) Dallas, Dallas County, Texas as recorded in the Dallas Central Appraisal District.



Map 4
Satellite view, accessed March 1, 2023 (Google Earth).



Map 5
Satellite view showing Bryan Street and Olive Street elevations, accessed April 6, 2022 (Bing Maps).



Figures

Figure 1
The map below shows the location of high-rise buildings built in downtown Dallas between 1942 and 2013. The blue dots represents those built in the 1940s. The northeast green dot represents Bryan Tower. The period from 1978-1990 (yellow and orange dots) represented a building boom of skyscrapers in the downtown core.

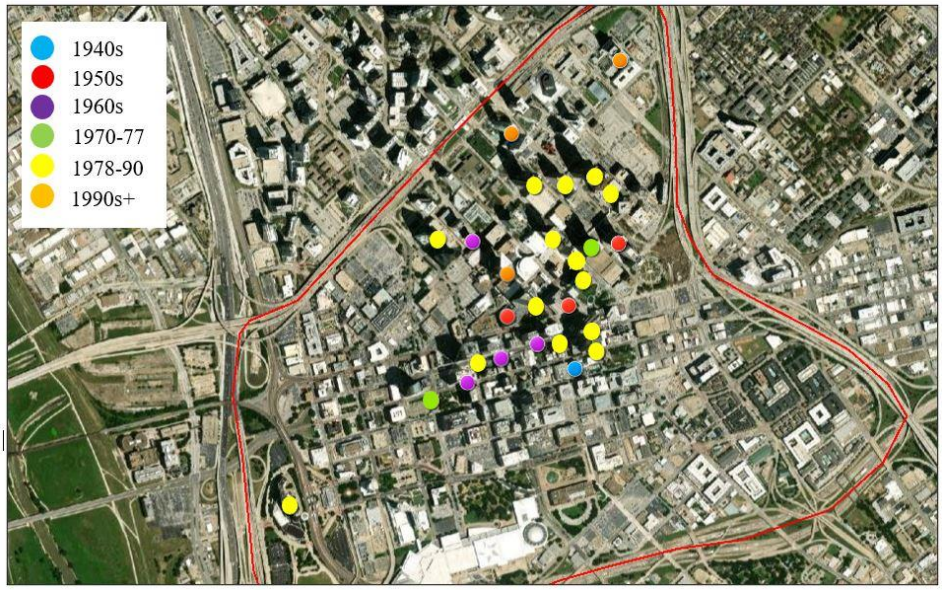


Figure 2

Downtown Dallas, as it appeared in 1971 (top) and in 2024 (bottom). In 1971, Bryan Tower was under construction just out of view at the bottom right of the photo. Landmarks found in both photos have been circled for comparison in development – the Mercantile Bank Building (1942) at top left and the Republic National Bank (1954) at top right (top: City of Dallas Office of Historic Preservation; bottom: Google Earth).

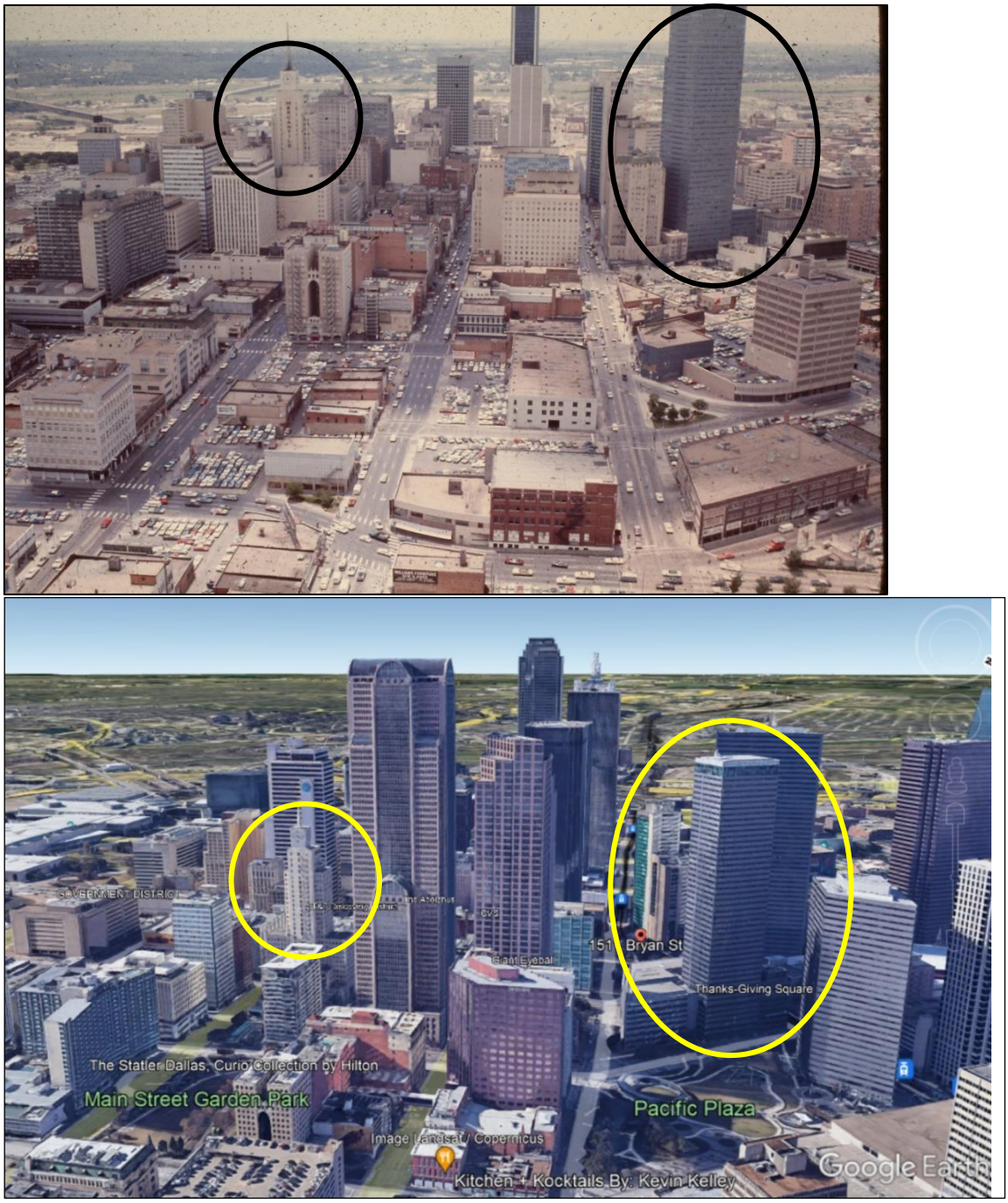


Figure 3
Downtown Dallas in 1974 (top) and in 2024 (bottom). In 1974, Bryan Tower can be seen to the right of the Southland Life Insurance Building. Landmarks found in both photos have been identified for comparison in development – the Mercantile Bank Building (1942) at left, Southland Life Insurance Building (1958, now the Sheraton) at center, and Bryan Tower at the right (top: City of Dallas Office of Historic Preservation; bottom: Google Earth)

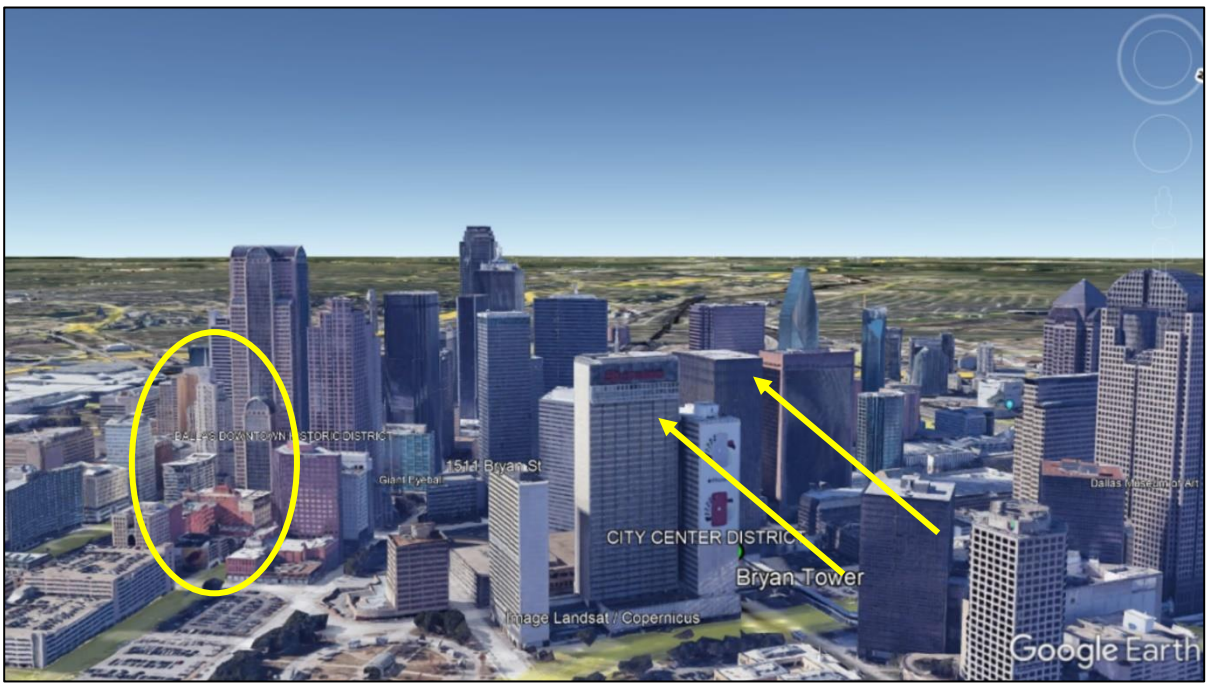


Figure 4
Downtown Dallas in 1980 (above) and in 2024 (below). In 1980, Bryan Tower can be seen to the right of the Southland Life Insurance Building. Landmarks found in both photos have been identified for comparison in development – the Southland Life Insurance Building (1958-59, now the Sheraton) at left and Bryan Tower at right. (top: City of Dallas Office of Historic Preservation; bottom: Google Earth)

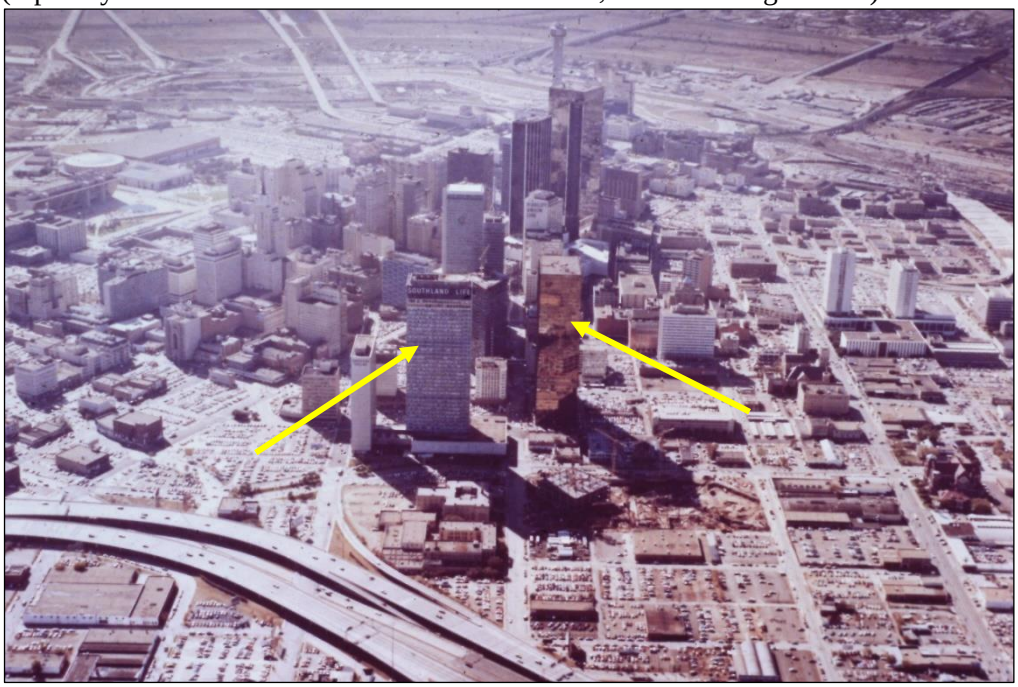


Figure 5
1972 aerial photograph of the Dallas skyline just after completion of Bryan Tower, looking east (Squire Haskins Photography, Inc. Collection, University of Texas at Arlington Libraries. "Dallas skyline aerial view." *UTA Libraries Digital Gallery*. 1971. https://library.uta.edu/digitalgallery/img/10000226).

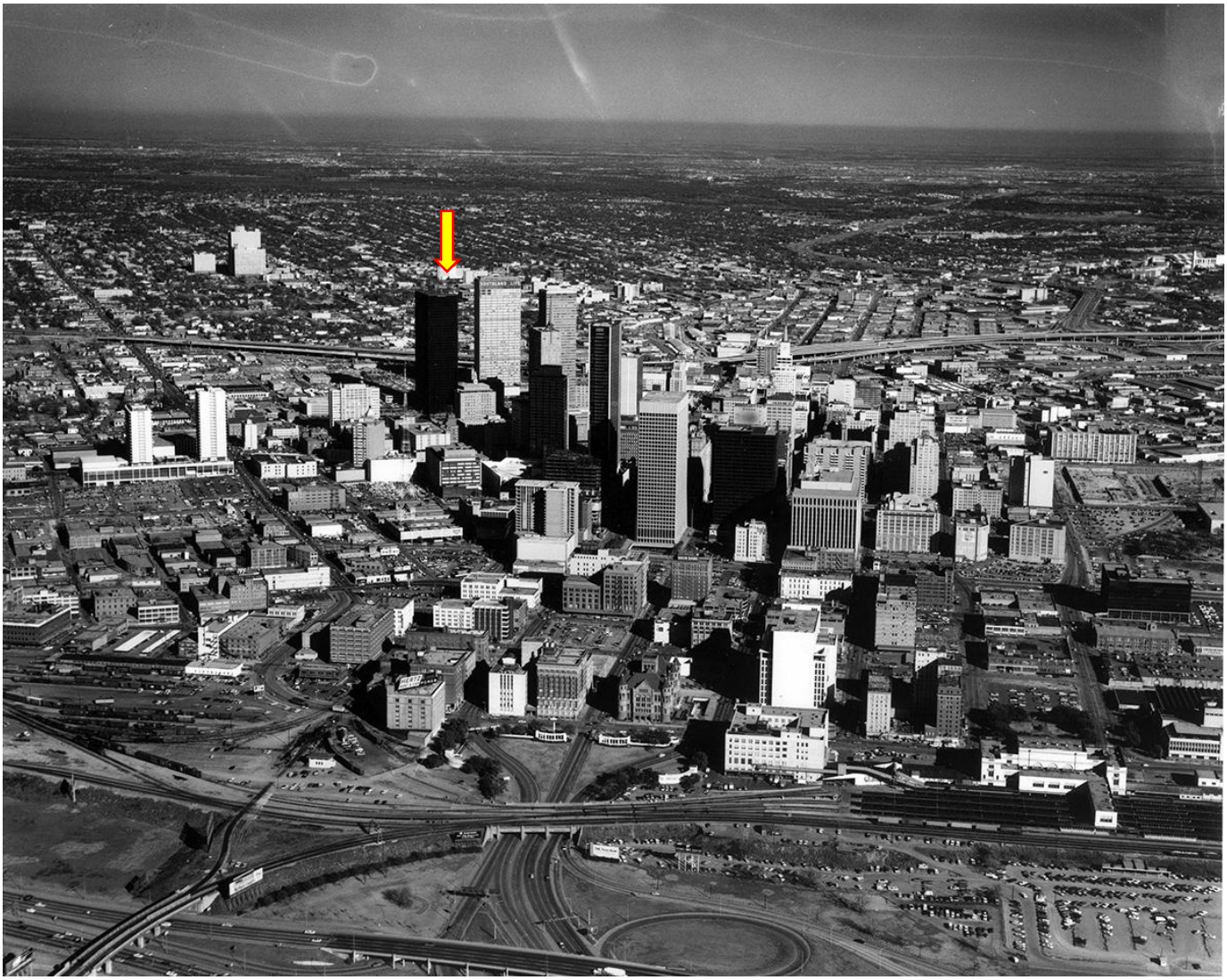


Figure 6

Late 1970s aerial photo of downtown Dallas looking southwest. The Hyatt Regency Hotel and Reunion Tower (1978-79) visible at center in the background (WBAP-TV television station: Fort Worth, Texas, [Aerial view of Downtown Dallas, 8], photograph, 197X; *The Portal to Texas History*, University of North Texas Libraries Special Collections, https://texashistory.unt.edu/ark:/67531/metadc1611739/m1/1/?q=aerial%20downtown%20dallas.

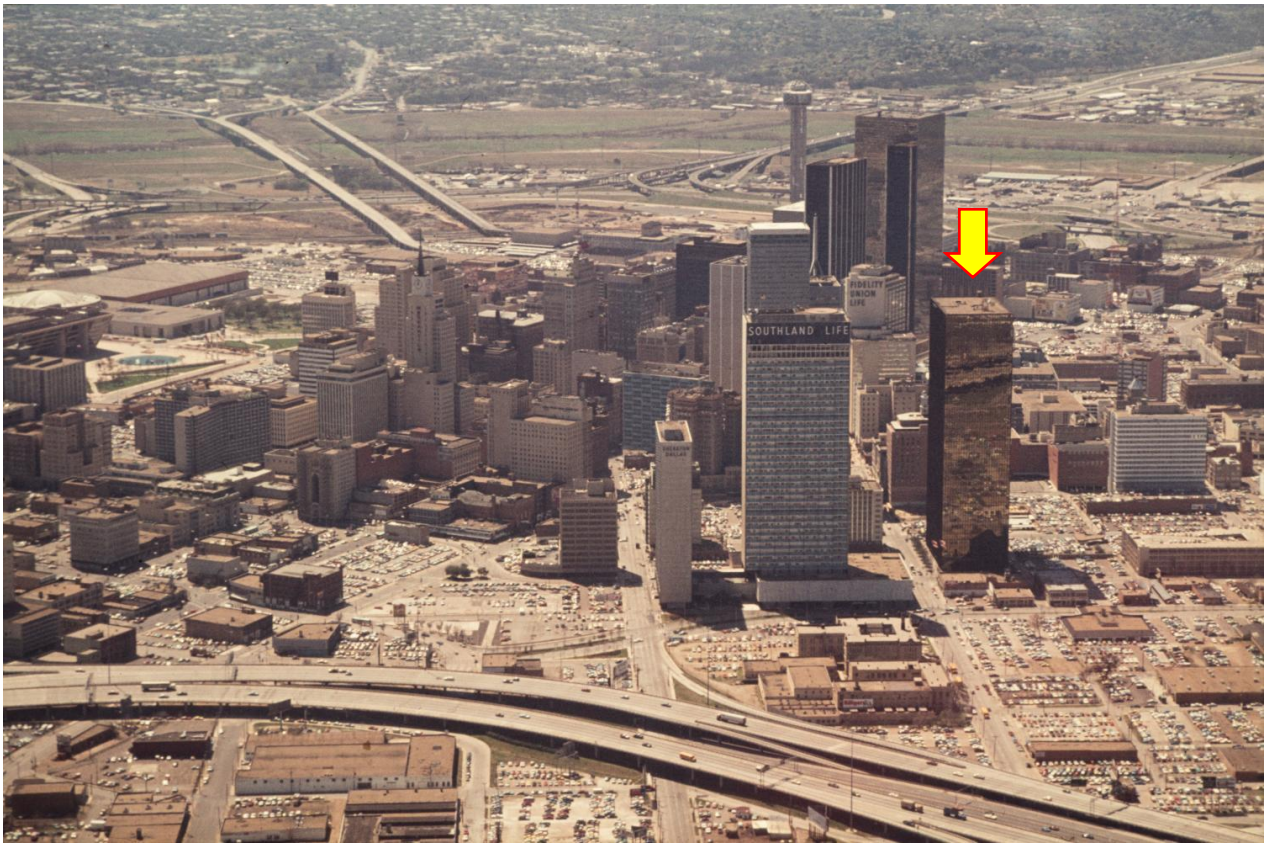


Figure 7

Late 1970s aerial photo of downtown Dallas looking south. The Hyatt Regency Hotel and Reunion Tower (1978-79) are visible at right. (WBAP-TV television station: Fort Worth, Texas, [Aerial view of Downtown Dallas, 2], photograph, 197X; *The Portal to Texas History*, University of North Texas Libraries Special Collections, https://texashistory.unt.edu/ark:/67531/metadc1611200/m1/1/?q=aerial%20downtown%20dallas).

Figure 8

1986 aerial photo of Dallas skyline looking north (Squire Haskins Photography, Inc. Collection, "Aerial of Dallas," *UTA Libraries Digital Gallery*, 1986, https://library.uta.edu/digitalgallery/img/10000235).

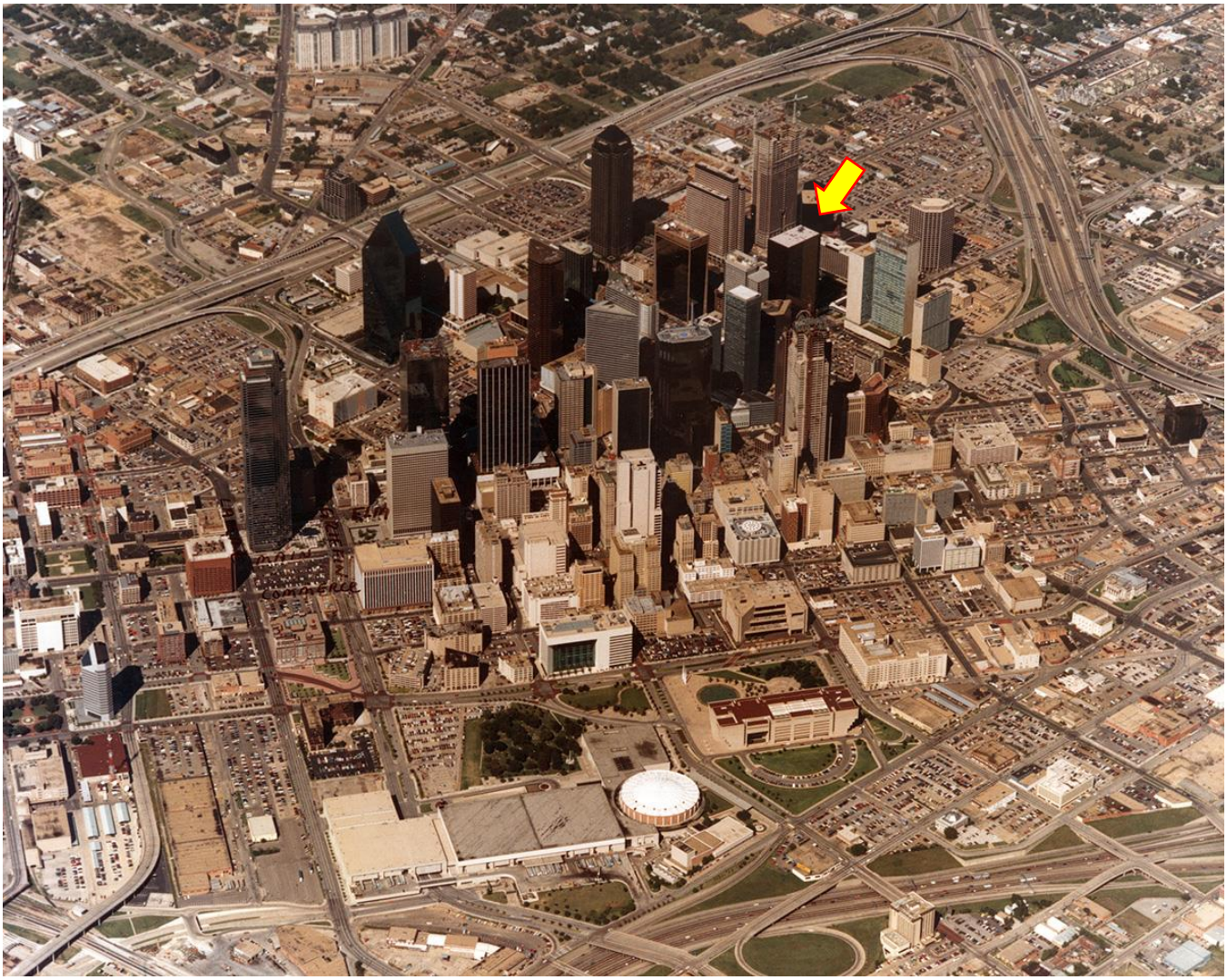


Figure 9

"Downtown Inherits a Fresh Appearance," *Dallas Times Herald*, July 9, 1972 (Dallas Public Library).

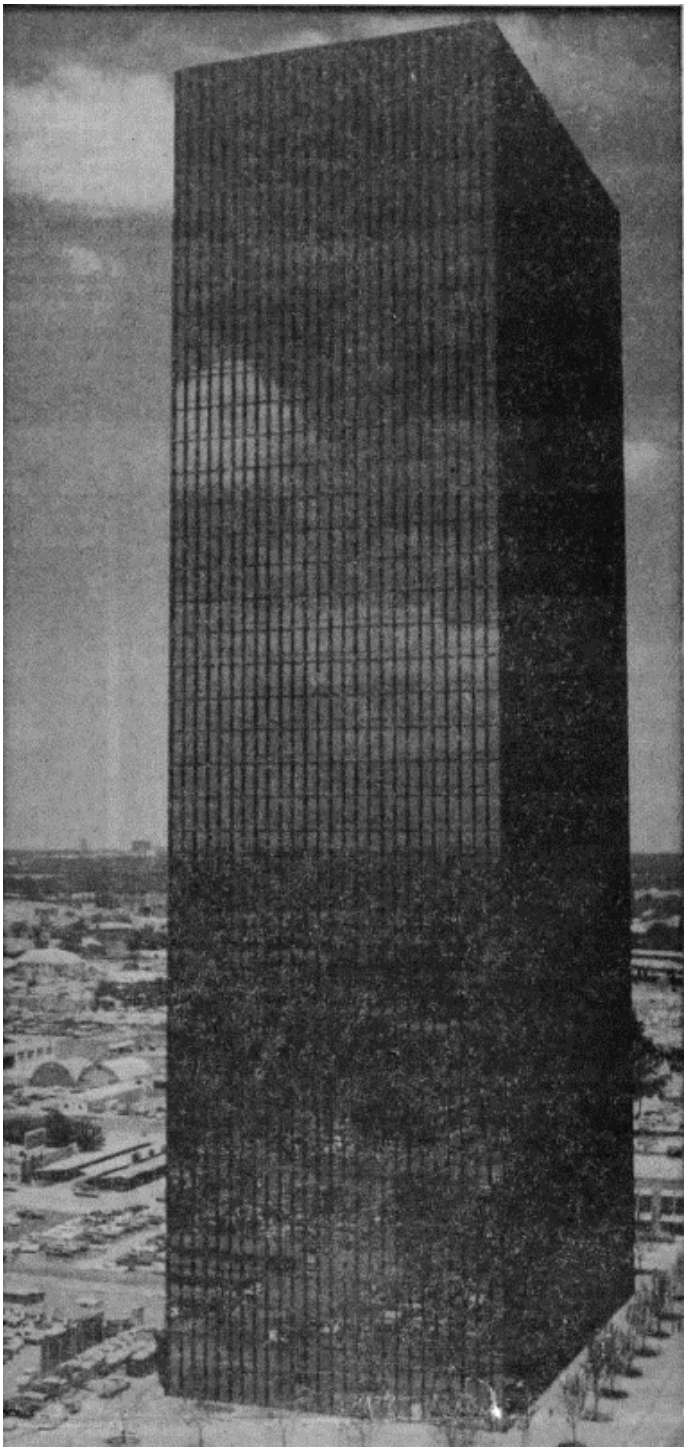


Figure 10

Bryan Tower, exterior, view unknown, January 1973 (Dallas Public Library).

Figure 11

Bryan Tower, showing "Man and Pegasus" sculpture (no longer extant), November 1976 (Dallas Public Library).

Figure 12

Bryan Tower, lobby, rear entry at Federal Street, 1980 (Dallas Public Library).

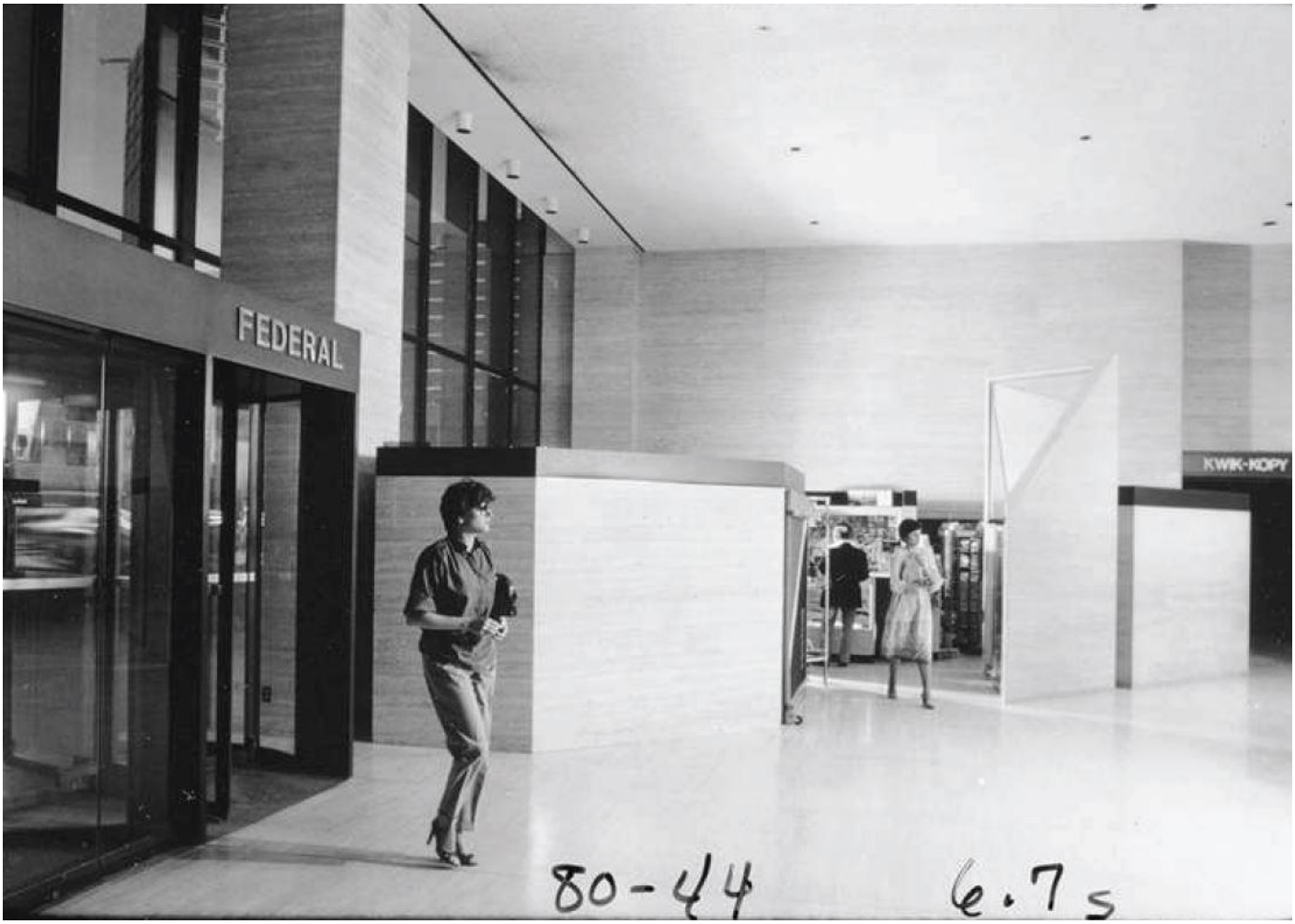


Figure 13

Bryan Tower, lobby, rear entry at Federal Street, view west, 1980 (Dallas Public Library).

Figure 14

Historic drawing (1970), Floors 2-11, showing representative Core Plan surrounded by open plan office space (Woods Capital Management)

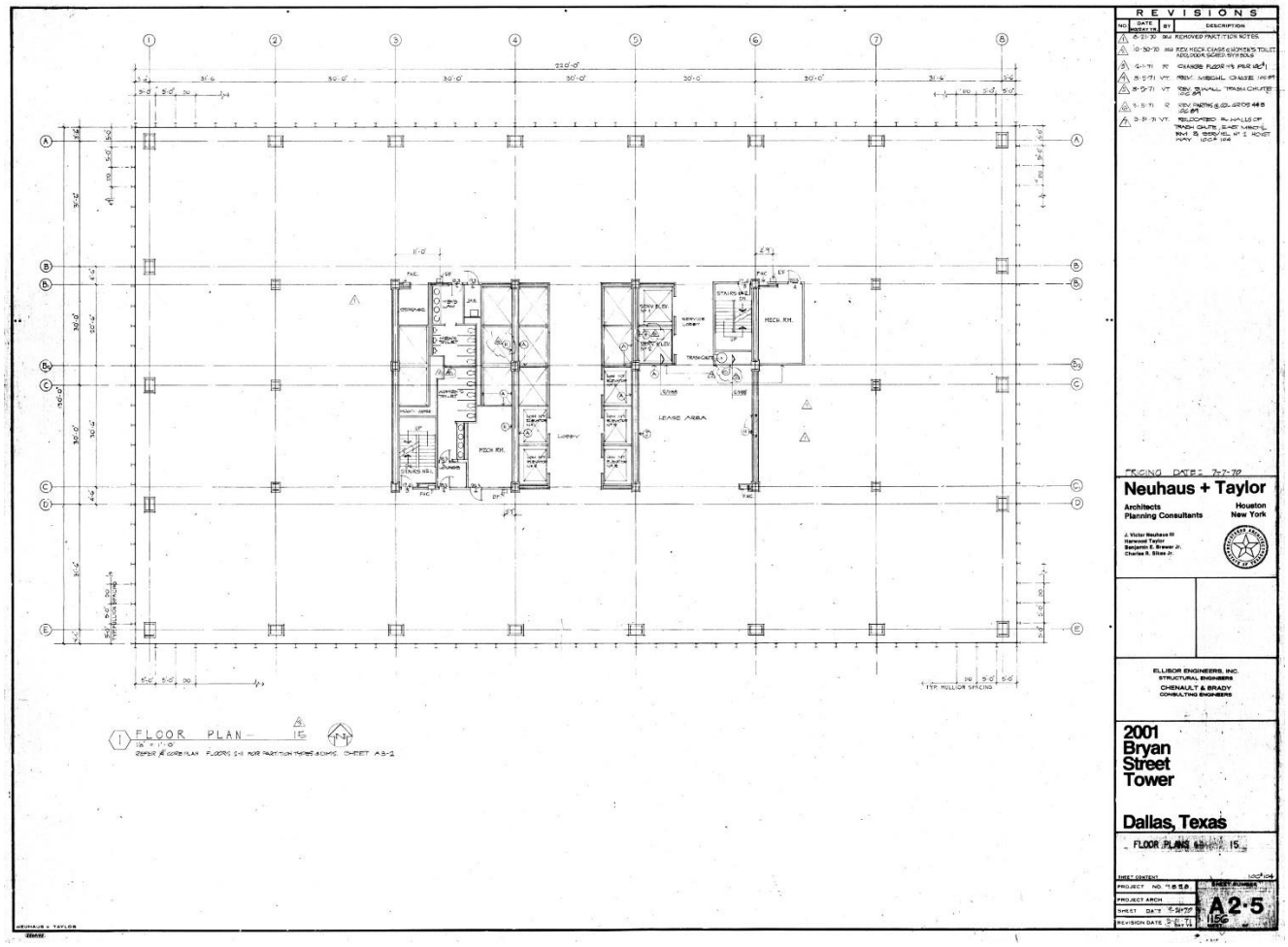


Figure 15

Historic drawing (1970), east elevation (Woods Capital Management)

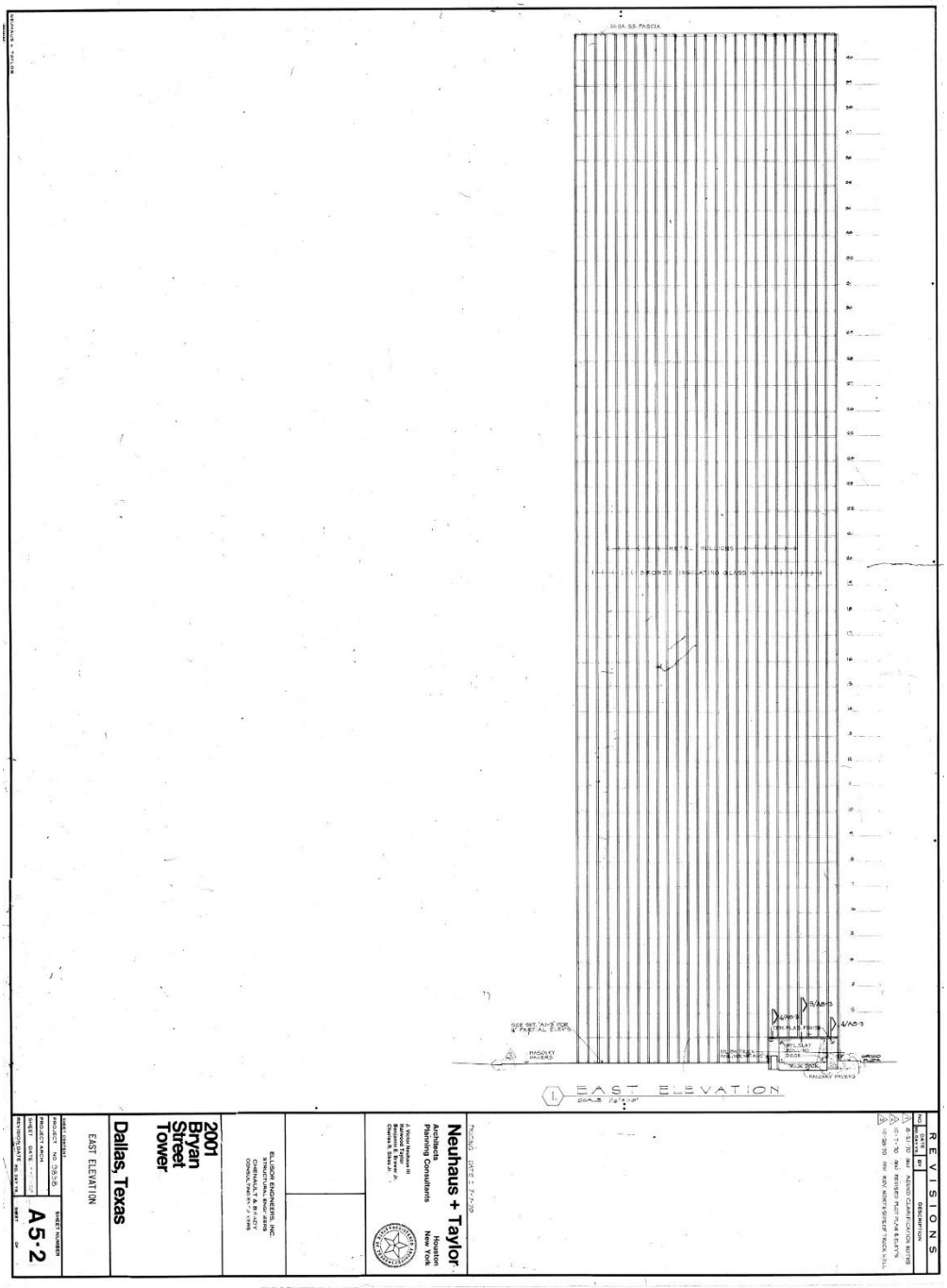


Figure 16

Historic drawing (1970), north elevation (Woods Capital Management)

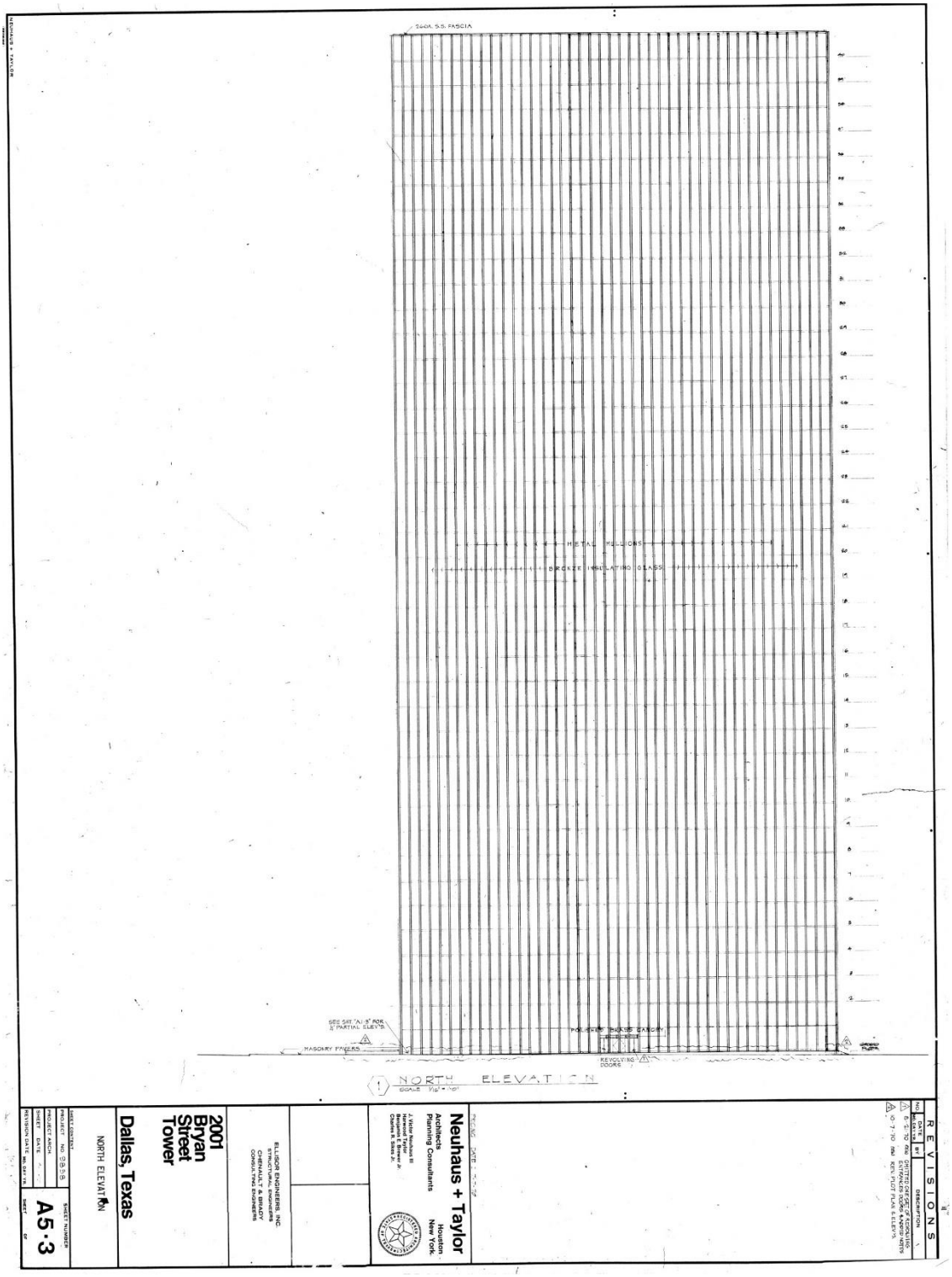


Figure 17

Historic drawing (1970), south elevation (Woods Capital Management).

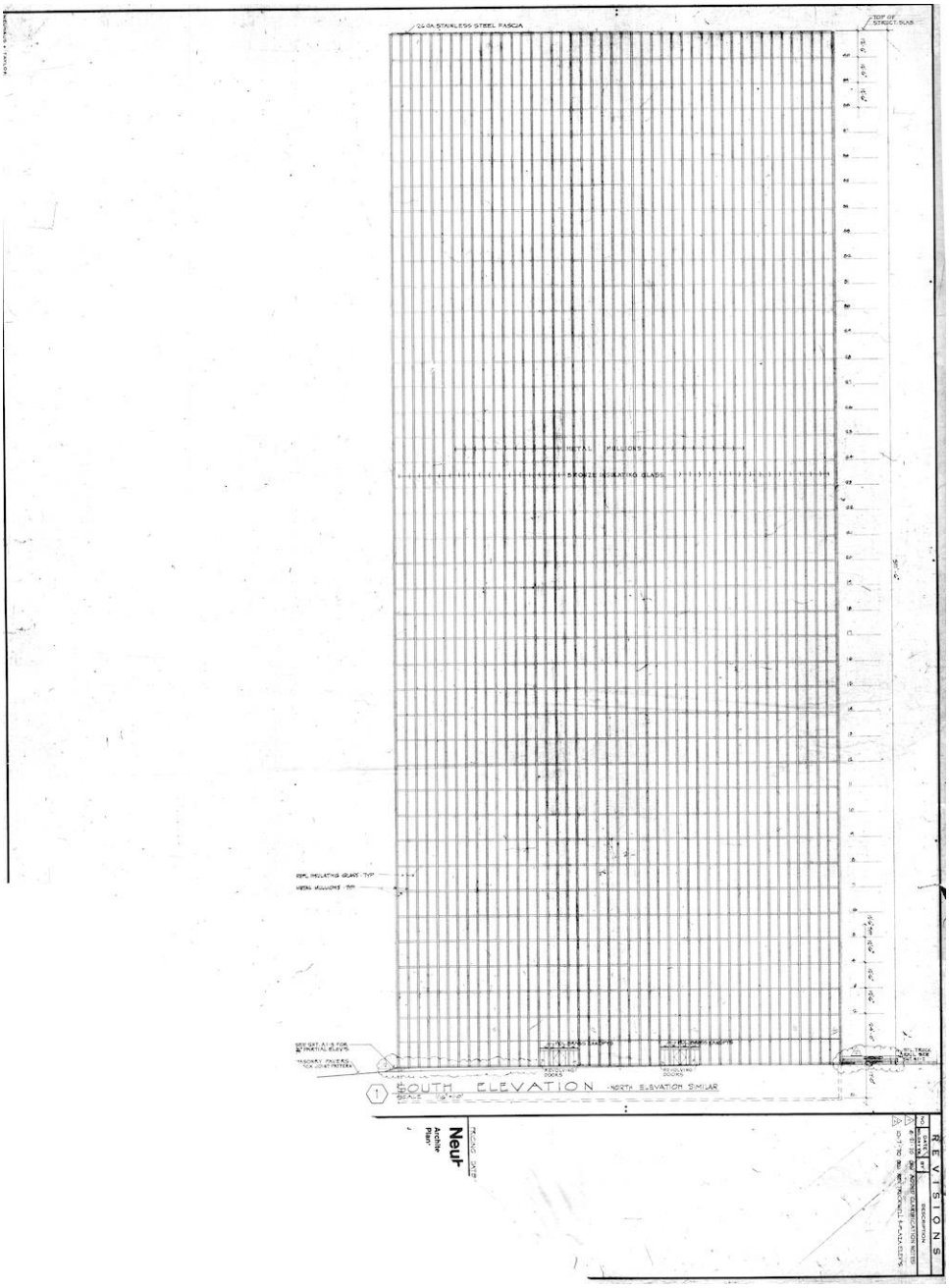


Figure 18

Original 1970 drawing, partial elevations (Woods Capital Management)

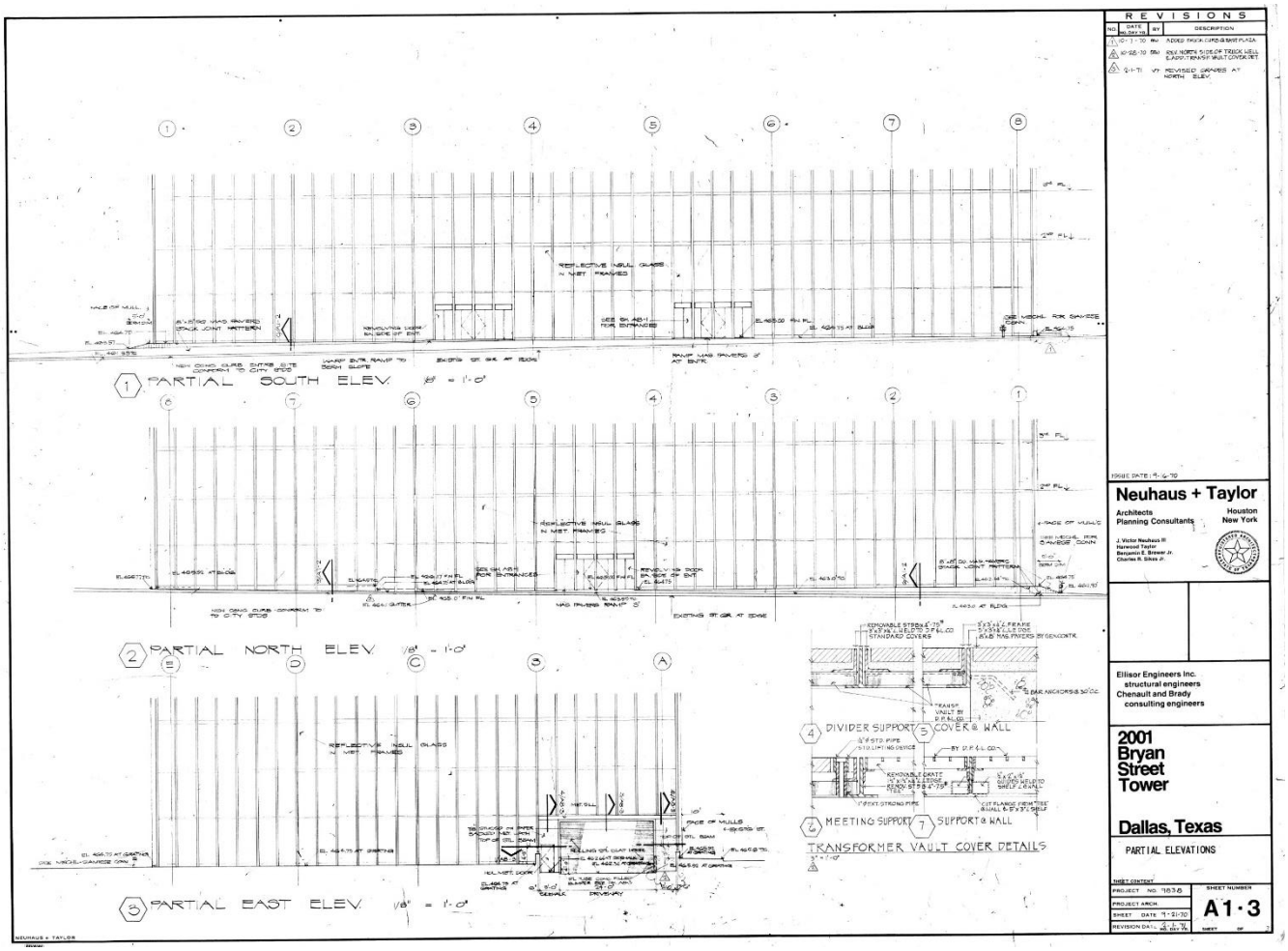
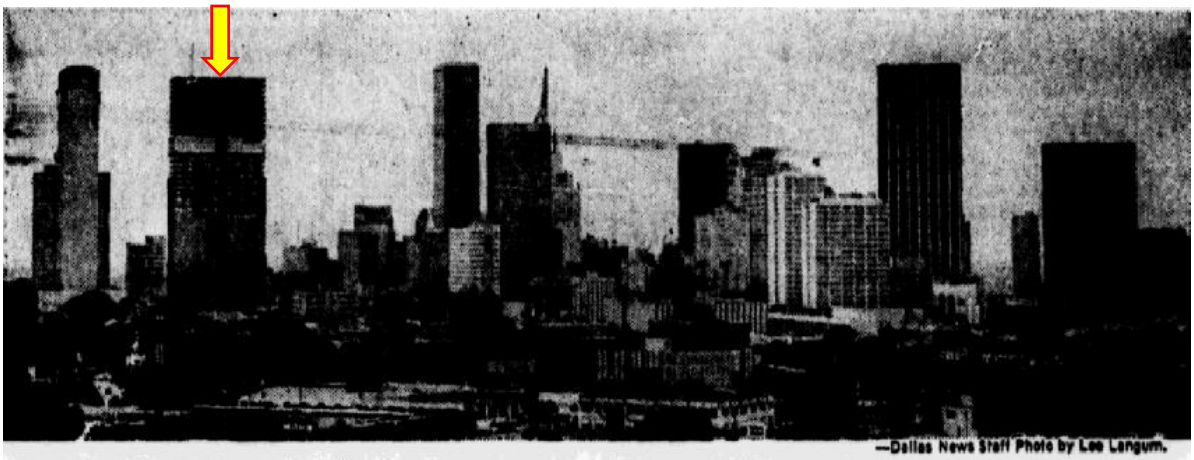


Figure 19

"40-Story Tower Topped Out: 2001 Hailed as Proof of Confidence," *The Dallas Morning News*, July 1, 1971.



—Dallas News Staff Photo by Lee Langum.

The hefty one second from left is the 2001 Bryan Street Tower, the biggest thing to come along in Dallas' skyline so far—with 27 acres of gross floor space. Left-right: Southland Center-Sheraton Hotel, 2001, Republic Bank Tower and Republic Bank, with Mercantile Bank behind, LTV Tower-National Bank of Commerce, with Fidelity Union Tower and the Fairmont Hotel complex on this side, First National Bank, One Main Place, with the new Federal Building peeking out behind it. The unusual picture was made from atop the Stoneleigh Terrace Hotel, at 2927 Maple Avenue.

22

40-Story Tower Topped Out

2001 Hailed as Proof of Confidence

By JIM STEPHENSON

Trammell Crow's 40-story, $45 million 2001 Bryan Street Tower was "topped out" Wednesday with Crow himself away on business in Europe.

Crow missed something.

Lt. Gov. Ben Barnes was there to hail the huge new skyscraper as proof of Crow's confidence in a bright future for Dallas and Texas and to challenge Henry S. Miller Companies, the leasing agent, to fill it up with big firms unhappy with their present homes in troubled big Eastern cities.

City Councilman Sheffield Kadane was there to call the tower a courageous, foresighted project and an important chapter in the history of this All-American city.

And Henry C. Beck Jr., the general contractor, was there to hail the teamwork of some 300 workers who kept the job clipping along at the rate of two floors per week—"substantially faster than any other similar construction project."

THE FIRST PIECE of steel for 2001 was put in place only last Jan. 28. And at about 11:30 a.m. Wednesday hard hats and dignitaries alike cheered as a gold-tinted beam carrying an American flag and a traditional evergreen tree was hoisted into place atop the 40th floor. Only five months and three days—Beck claimed it as a record unmatched by any other structure of such size in Dallas, and probably in the nation.

Henry S. Miller Jr., whose vice-chairman of the board, Jay Green, assembled the site for 2001, said 20 per cent of the building's 1,060,908 square feet of rentable area already had been spoken for. This is said to be the most rentable office space of any building in the Southwest.

Neville Hayes, 2001 project manager, stood in for the absent Crow and presented Miller with a giant-size "key" to the building. First occupancy is expected by Jan. 1, 1972, with completion about March 1. A Miller leasing man, Wayne Swearingen, said that annual rents will run from $6.50 to $8.10 per square foot except for the two top floors, which will command $9.

WHEN COMPLETED, 2001 will be 512 feet high and encased in seven acres of reflective bronze plate glass. Much of this already is in place, sparkling in the sunlight.

The building occupies the entire block bounded by Harwood, Bryan, Olive and Federal Streets A multi-story parking garage will be constructed across Federal.

The architectural firm of Neuhaus & Taylor of Dallas, Houston and New York designed the office tower, and describes it as a "vertical expression of strength."

The approximately 10,300 tons of steel in the tower was fabricated by Mosher Steel Co. and erected by John F. Beasley Construction Co., both of Dallas. The structural engineering firm for the project is Ellisor-Tanner Engineers Inc. of Dallas and Houston.

Figure 20

Advertisement for Citizens National Bank, major tenant occupying first two floors of the tower, *The Dallas Morning News*, July 9, 1972, Section H.

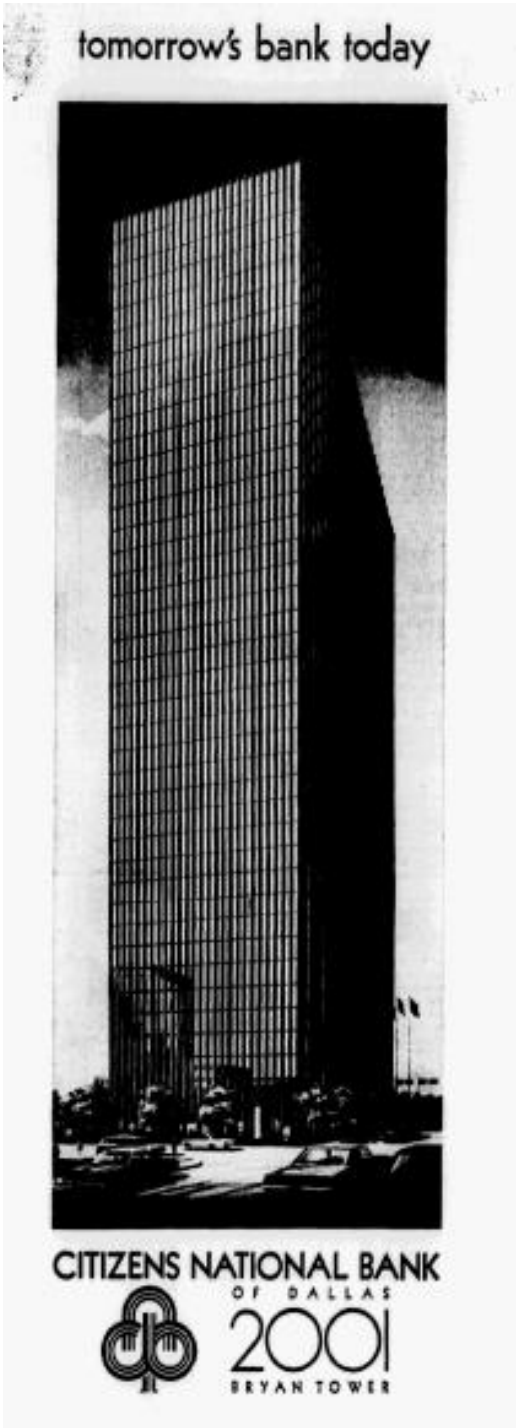


Figure 21

Advertisement for All Electric Building Award from Dallas Power & Light Company, *The Dallas Morning News*, July 9, 1972, Section H.

Figure 22

"Story of Progress in Dallas," *The Dallas Morning News*, July 9, 1972, Section H.

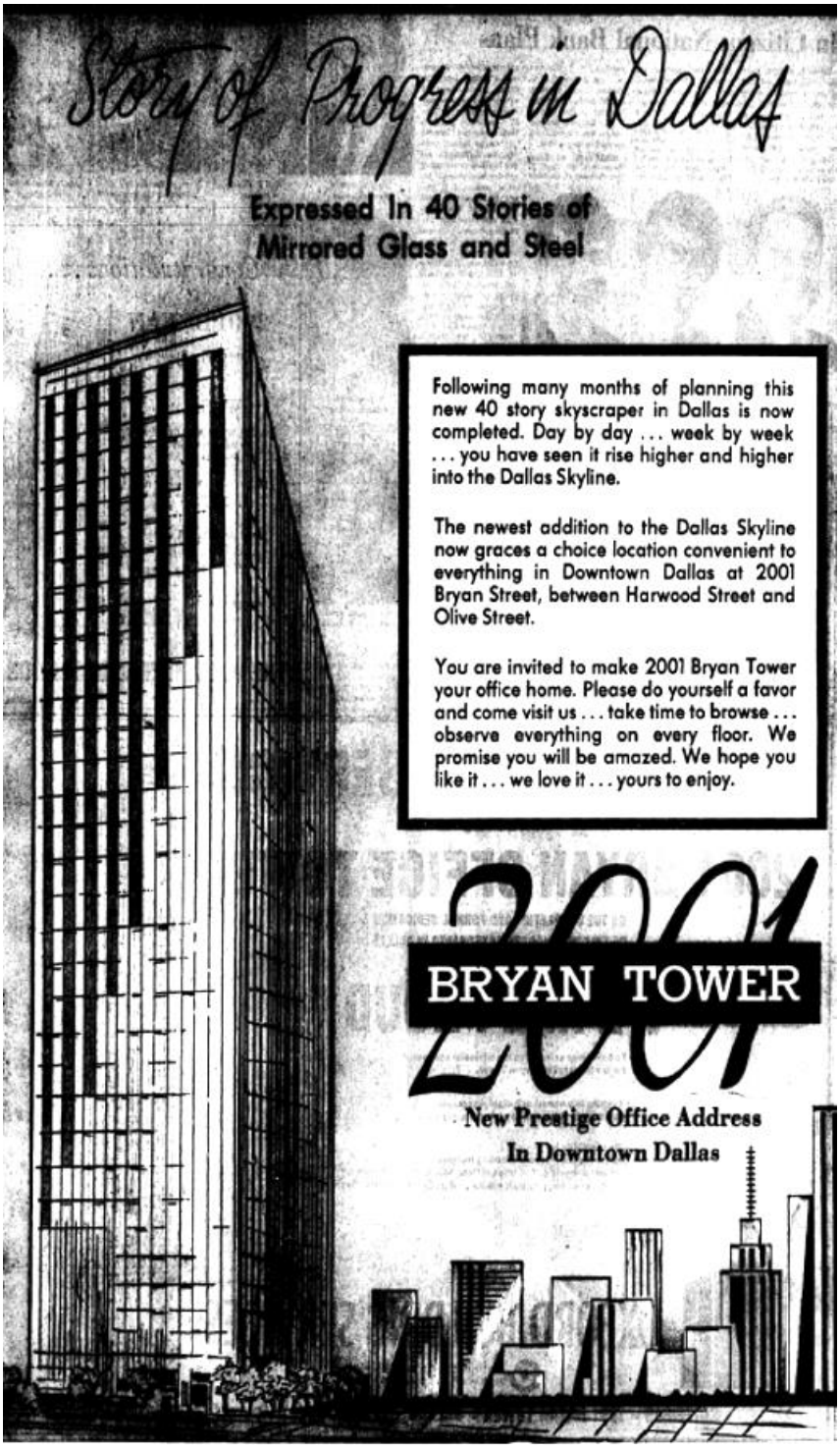
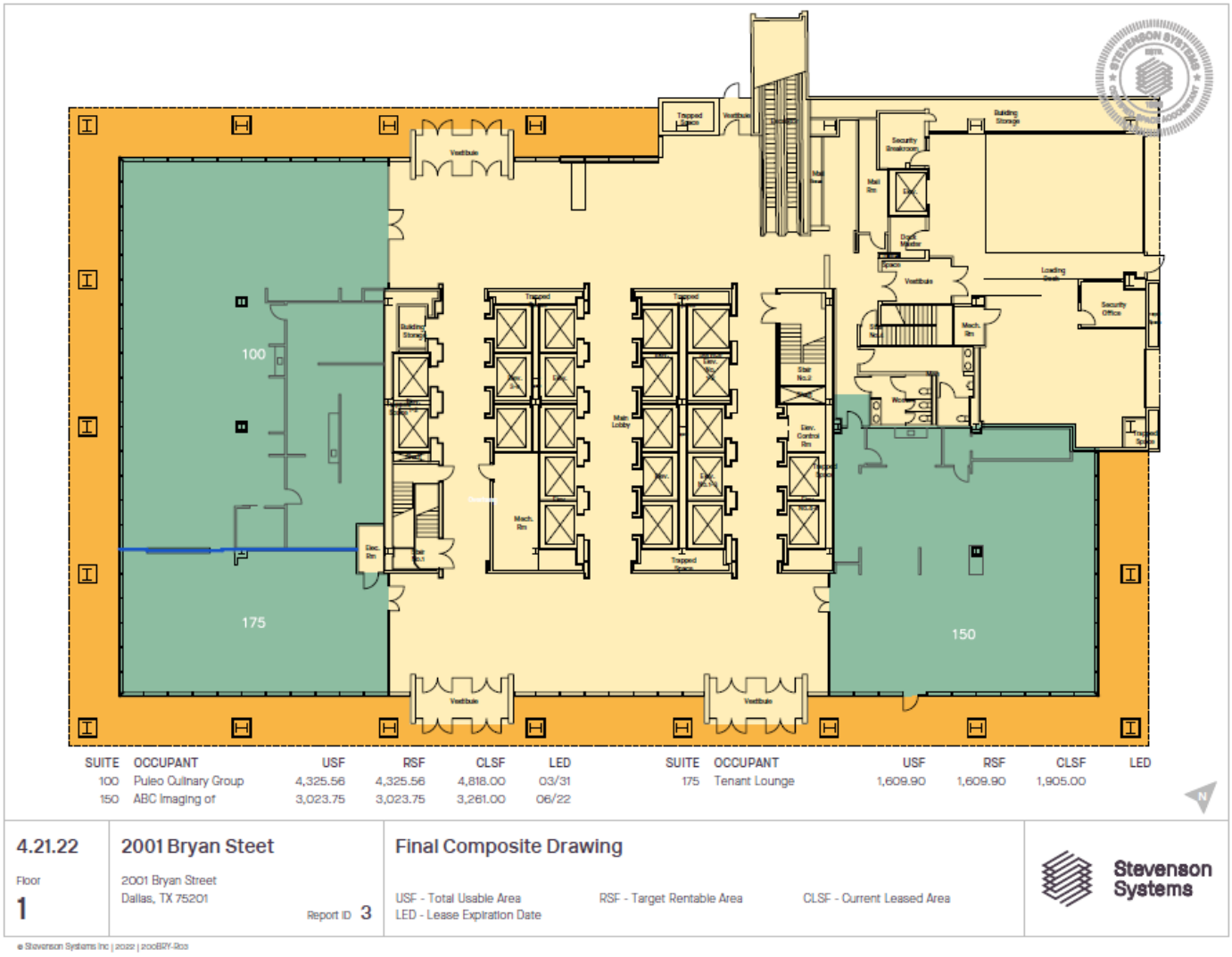


Figure 23

Current first floor/lobby plan, courtesy Stevenson Systems, April 2022.



SUITE	OCCUPANT	USF	RSF	CLSF	LED
100	Puleo Culinary Group	4,325.56	4,325.56	4,818.00	03/31
150	ABC Imaging of	3,023.75	3,023.75	3,261.00	06/22

SUITE	OCCUPANT	USF	RSF	CLSF	LED
175	Tenant Lounge	1,609.90	1,609.90	1,905.00	

4.21.22

Floor 1

2001 Bryan Steet

2001 Bryan Street
Dallas, TX 75201

Report ID 3

Final Composite Drawing

USF - Total Usable Area
RSF - Target Rentable Area
CLSF - Current Leased Area
LED - Lease Expiration Date

Stevenson Systems

Figure 24

Typical upper floor plan (current 20th floor plan, courtesy Stevenson Systems, April 2022).

Figure 25

Bruton Park "garden offices," (8700 N. Stemmons Pkwy., built 1972), Neuhaus & Taylor (*Dallasights*)

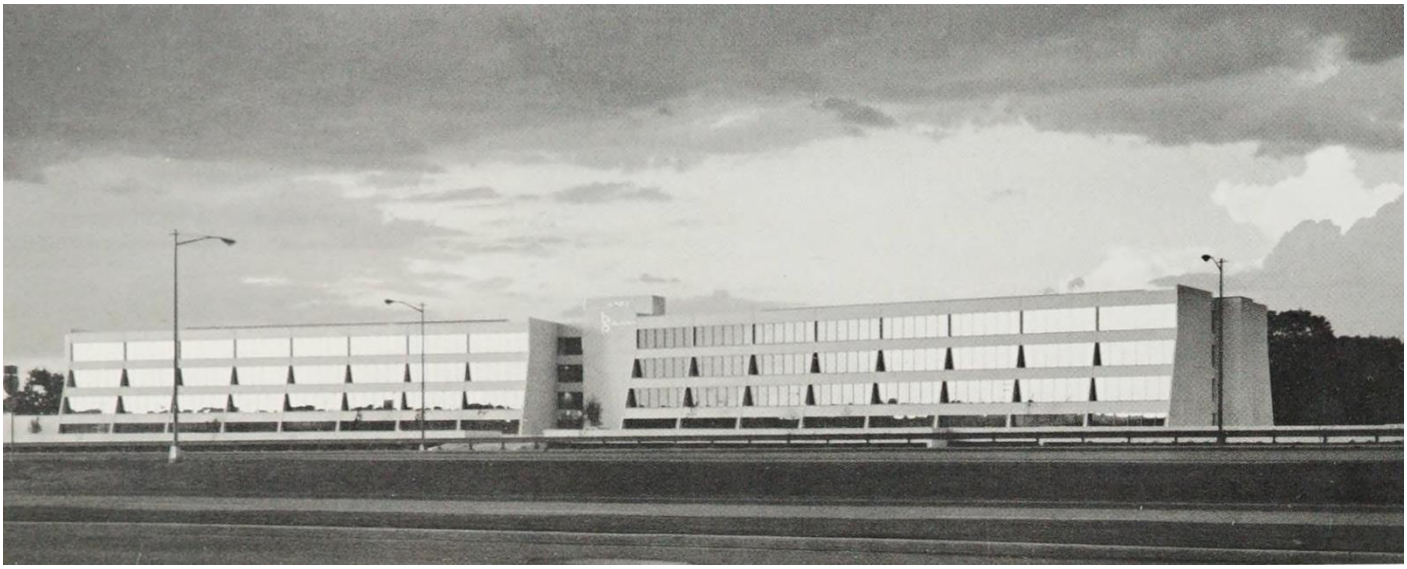


Figure 26

Bruton Park "garden offices," (8700 N. Stemmons Pkwy., built 1972), Neuhaus & Taylor (TXRE Properties, 2024)

Figure 27

Mockingbird Towers, (1341 W. Mockingbird Lane, built 1972), Neuhaus & Taylor (*Dallasights*)

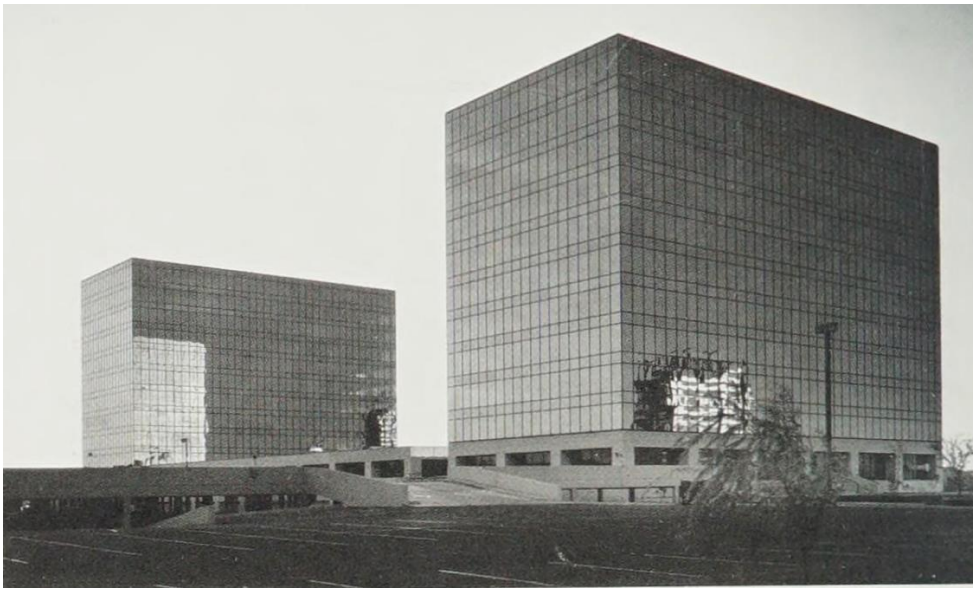


Figure 28

Mockingbird Towers, (1341 W. Mockingbird Lane, built 1972), Neuhaus & Taylor (TXRE Properties, 2024)

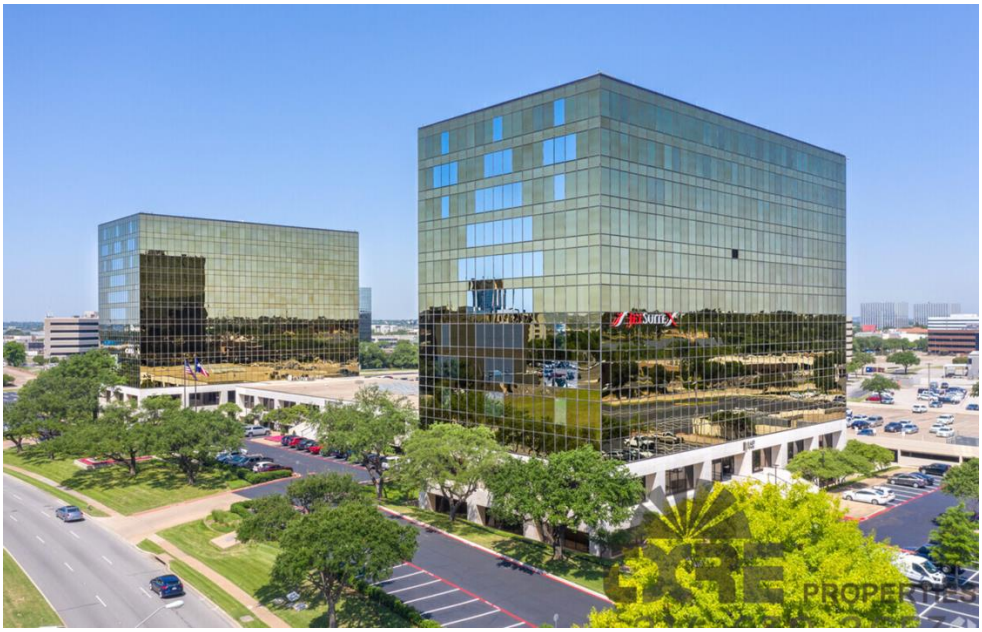


Figure 29

Liquid Paper Corporation Building, (9130 Markville Drive, built 1975), Neuhaus & Taylor (now USPS) (Google Streetview, 2024)

Figure 30

Campbell Centre I (left; 8350 N. Central Expressway, built 1972) and Campbell Centre II (right; 8150 N. Central Expressway, built 1977), Neuhaus & Taylor (*Stream Realty Partners*, *streamrealty.com*, 2021)

Photographs

Photo 1 (TX_DallasCounty_BryanTower_0001)
South façade at right, west (side) elevation at left, view north

Photo 2 (TX_ DallasCounty_BryanTower_0002)
South façade, detail of reflective curtain wall with aluminum fins

Photo 3 (TX_ DallasCounty_BryanTower_0003)
South façade at left, east (side) elevation at right, view northwest

Photo 4 (TX_ DallasCounty_BryanTower_0004)
East (side) elevation, view southwest

Photo 5 (TX_ DallasCounty_BryanTower_0005)
East (side) elevation at left, north (rear) elevation at right, view south

Photo 6 (TX_ DallasCounty_BryanTower_0006)
North (rear) elevation at left, west (side) elevation at right, view east

Photo 7 (TX_ DallasCounty_BryanTower_0007)
South façade, non-historic storefront and entries (added 1998), view northwest

Photo 8 (TX_ DallasCounty_BryanTower_0008)
North (rear) elevation, non-historic entrance and storefront (added 1998), view southeast

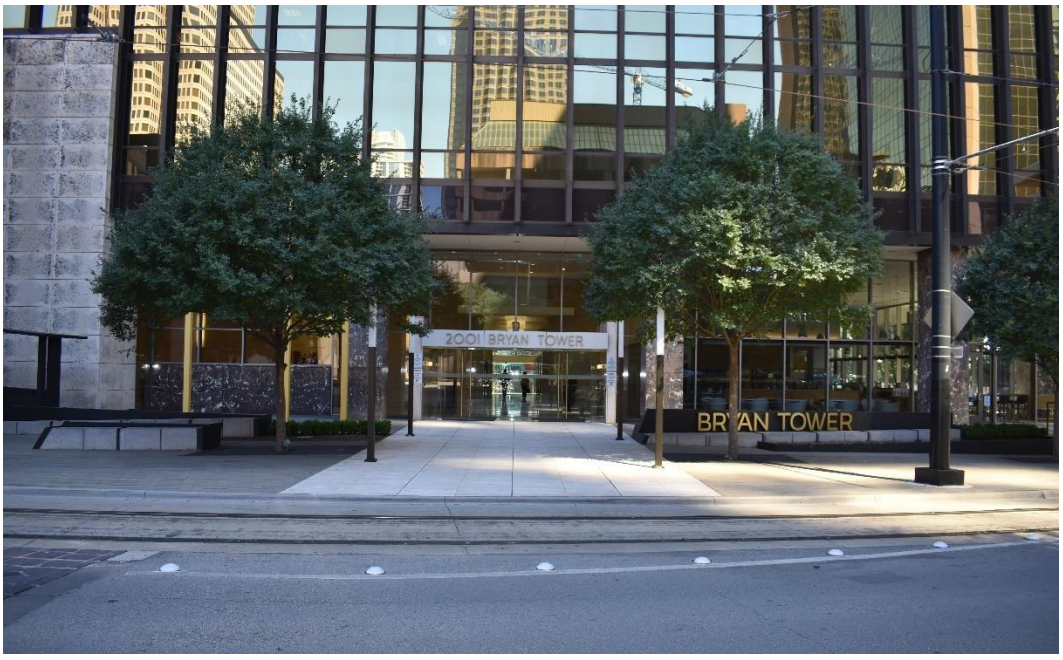


Photo 9 (TX_ DallasCounty_BryanTower_0009)
North (rear) elevation, connecting pedestrian skybridge, view southeast

Photo 10 (TX_ DallasCounty_BryanTower_0010)
South façade, detail of dedication marker

Photo 11 (TX_ DallasCounty_BryanTower_0011)
1st floor, elevator lobby, original travertine floors and wall panels, view northwest

Photo 12 (TX_ DallasCounty_BryanTower_0012)
1st floor, elevator lobby, view southeast towards south façade entries

Photo 13 (TX_ DallasCounty_BryanTower_0013)
1st floor, rear elevator lobby, view east towards escalator to skybridge

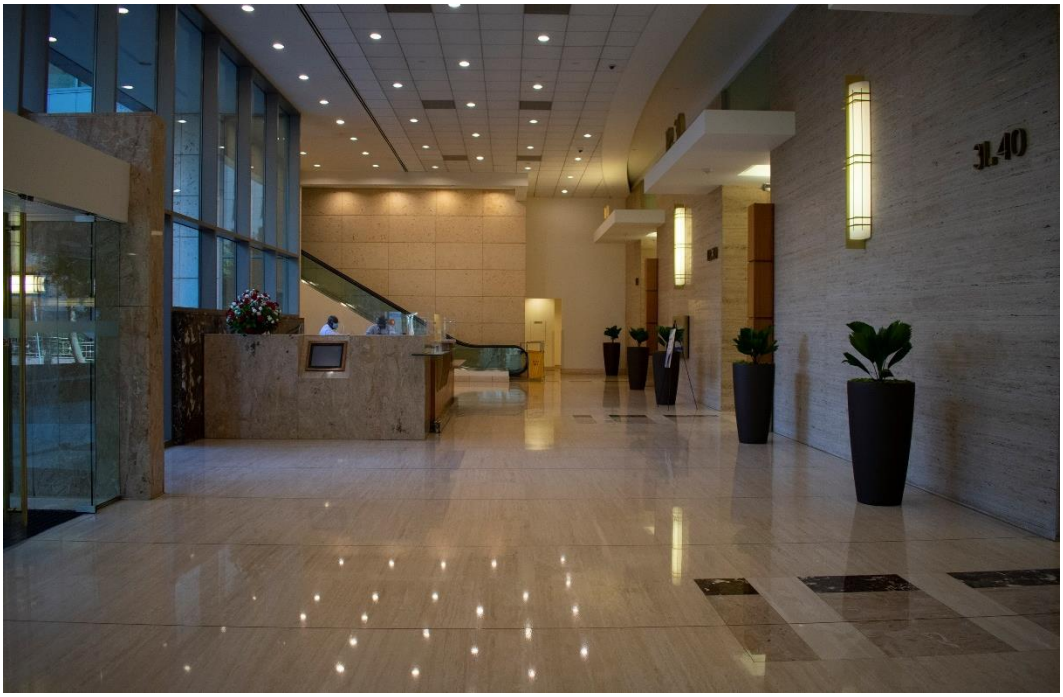


Photo 14 (TX_ DallasCounty_BryanTower_0014)
2nd floor, typical tenant buildout, view west

Photo 15 (TX_ DallasCounty_BryanTower_0015)
5th floor, unabated ca. 1970s tenant finishes, view northeast

Photo 16 (TX_ DallasCounty_BryanTower_0016)
11th floor, "shell" tenant space, view north

Photo 17 (TX_ DallasCounty_BryanTower_0017)
20th floor, elevator lobby, view north

Photo 18 (TX_ DallasCounty_BryanTower_0018)
28th floor, expanded central service core, view northwest

Photo 19 (TX_ DallasCounty_BryanTower_0019)
31st floor, elevator lobby, view south

Photo 20 (TX_ DallasCounty_BryanTower_0020)
37th floor, typical tenant buildout, view east

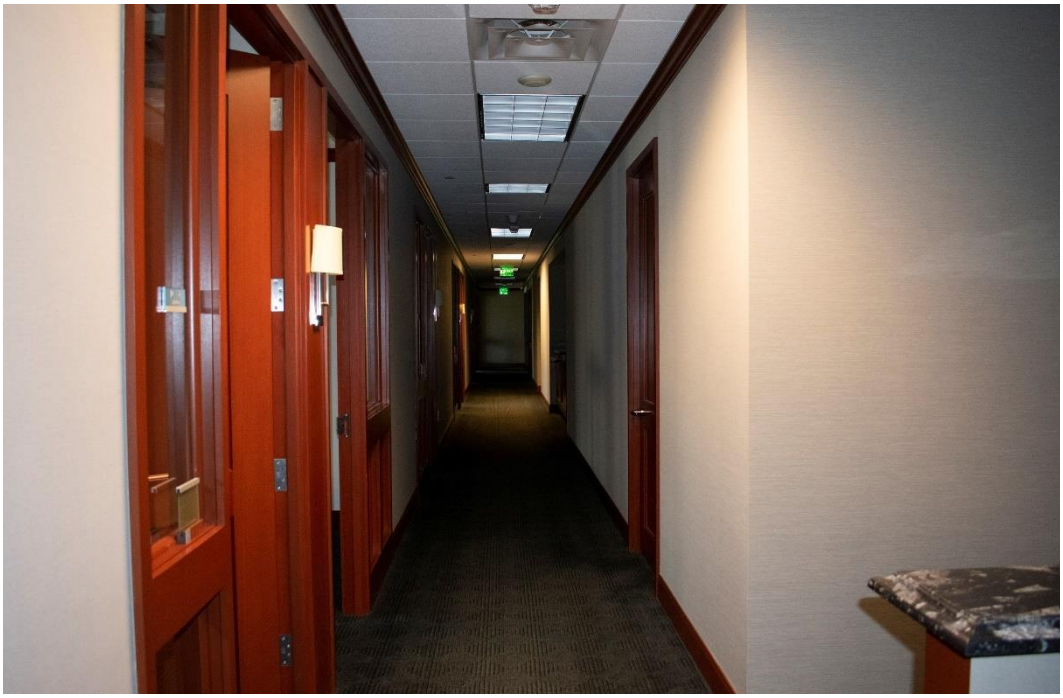


Photo 21 (TX_ DallasCounty_BryanTower_0021)
38th floor, typical tenant buildout, view east

- end -