

NATIONAL HISTORIC LANDMARK NOMINATION

NPS Form 10-900

USDI/NPS NRHP Registration Form (Rev. 8-86)

OMB No. 1024-0018

HIGHLAND PARK SHOPPING VILLAGE

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United States Department of the Interior, National Park Service

National Register of Historic Places Registration Form

1. NAME OF PROPERTY

Historic Name: HIGHLAND PARK SHOPPING VILLAGE

Other Name/Site Number: HIGHLAND PARK VILLAGE

2. LOCATION

Street & Number: Preston Road at Mockingbird

Not for publication: N/A

City/Town: Highland Park

Vicinity: N/A

State: Texas County: Dallas Code: 113

Zip Code: 75205

3. CLASSIFICATION

Ownership of Property
Private: X
Public-Local:
Public-State:
Public-Federal:

Category of Property
Building(s): X
District:
Site:
Structure:
Object:

Number of Resources within Property
Contributing
7
Noncontributing
1 buildings
sites
structures
objects
1 Total

Number of Contributing Resources Previously Listed in the National Register: 7

Name of Related Multiple Property Listing: N/A

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4. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act of 1966, 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.

Signature of Certifying Official

Date

State or Federal Agency and Bureau

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

Signature of Commenting or Other Official

Date

State or Federal Agency and Bureau

5. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this 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 Keeper

Date of Action

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6. FUNCTION OR USE

Historic: Commerce/Trade

Sub: Specialty Store
Department Store

Current: Commerce/Trade

Sub: Specialty Store
Department Store

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: Late 19th and 20th Century Revivals: Mission/Spanish Colonial Revival

MATERIALS:

- Foundation: Concrete
- Walls: Stucco
- Roof: Terra Cotta
- Other: Glass
- Ceramic Tile
- Concrete

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Describe Present and Historic Physical Appearance.

Highland Park Shopping Village consists of seven units (A-G) designed in 1928-29 and constructed by unit principally from 1931 to 1941 with a 1953 addition to Unit E. Units A, B, C, D, and E are each largely composed of a single building, Unit F was originally four buildings and is now two buildings, and Unit G, originally two buildings, is now one. All units, except the replacement for Unit G, are outstanding examples of the Spanish Colonial Revival architectural style using elements of both Plateresque and Churigueresque ornamentation. Varied 1- and 2-story commercial buildings with irregular roof patterns and setbacks provide diversity and suggest a randomness of construction typical of a Spanish village. White stucco walls and red terra cotta tile roofs contribute to a unified architecture that is linked by accents of cast stone, wrought iron balconies and light fixtures, and exposed redwood eaves. The Village commercial blocks align the four principal streets and enclose two wide internal streets and large spaces for vehicular parking, mostly set in several rows at 60-degree angles. The 3-story tower of the Village Theater at the northwest corner of the complex is the focal point and strongest visual element in the center. Highland Park Shopping Center encompasses approximately ten acres in Highland Park, Dallas County, one of the most prestigious residential suburbs in the state. It is bounded by two major arterials, Preston Road on the east and Mockingbird Lane on the north, and two local streets, Livingston Avenue on the south and Douglass Avenue on the west. The complex is immediately adjacent to 1- and 2-story residential buildings in the original Highland Park West subdivision on the south and the 2-story John Sherman Bradfield Elementary School (1925) on the northwest. Across Preston Road to the east, Dallas Country Club (1912) occupies 120 acres of rolling and lushly landscaped land. North, across Mockingbird Lane, is the subdivision of Loma Linda on the border of University Park and Highland Park. The residential buildings once facing south on Mockingbird Lane on the northwestern corner of Mockingbird and Preston are now replaced with a parking lot for Highland Park Shopping Village. This parking area was not originally part of the designed shopping center and is not included in this nomination.

The original plan of the Village includes two wide streets, Avenue A on the south and Avenue B on the north, both accessing the major arterials and/or local streets (see site plan). Each avenue, originally divided by a raised median, ended on the west at Theater Court and on the east at Preston Court. A secondary entrance divided the northern and southern commercial blocks at a mid point making Mockingbird Court and Livingston Court on the north and south respectively. Angled 60-degree parking is provided along the two avenues and within the Theater and Preston Courts. Underground parking was added to Unit E in 1953. A few large deciduous trees and shrubbery are located at entrances and where the setback of buildings creates sufficient public space. Ample landscaping constitutes a buffer between a large 12-foot stucco wall (hiding the service areas) and the southern commercial blocks along Livingston Avenue. An additional public space between the buildings of Unit F is landscaped with hanging pots and terraced features. In recent years, the current owners added a small fountain at the top of a set of original concrete stairs that descend to the north and south.

The perimeter of the center is by 1- and 2-story commercial blocks that are highly varied and immediately create a feeling of a detached and separate urban space. The white stucco walls and

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red terra cotta tile roofs and towers unite the complex for the pedestrian or motor vehicle operator. Consistent decorative street lights and wrought iron light fixtures add evening illumination that further creates atmosphere. The tallest building, the Village Theater, is placed at the northwestern corner away from the lower density commercial buildings and at the farthest point from the housing along Livingston Avenue. This arrangement steps the complex down as it approaches the lower density thereby making its massing and setback more residential in character.

The following are discussions of each of the seven units that are referenced on the attached site plans:

Unit A (1931-32)

Unit A is a large 1-story rectangular block, the second to be completed in the village, facing north along the eastern edge of the complex along Preston Road. The block is noted by a 1-1/2-story pyramidal tile roof tower set approximately 50 feet from the eastern facade which marks a deeper setback for the end store and provides a visual break along the storefront. The deeper setback allows for 90-degree head-in parking from Preston Road and at the rear and front of the end store. The storefronts along this block are flush with the upper facades which are smooth stucco surfaces broken by occasional cast stone ornamentation and arcuated cornices. A high stucco wall runs along Livingston to screen the rear service yard of Unit A. The service area is accessed near the Preston Road and Livingston Avenue intersection and terminates in the narrow street between Units A and B. Lush vegetation shields the wall along Livingston Avenue.

The occupants of Unit A have changed little over the years with the easternmost space being a drug store and the large westernmost space (approximately 8,000 square feet) being a supermarket. The middle spaces historically housed clothing retailers. These tenants are more typical of the smaller neighborhood shopping center than a community one.

Unit B (1931)

Unit B was the first full commercial block face initiated and completed in the complex. Anchoring the southwest corner, the 1-story unit faces north with its northwestern corner angled to follow the site plan and allow access from Douglass Street. A large flat roof covers the unit though the roof parapets terminate in side-gabled tiled roofs that vary in height. Set on a concrete foundation, the walls are smooth stucco in light cream tone with a staggered set back fronting the sidewalk and street. Truncated square towers with low-pitched pyramidal roofs mark the northeast, southeast, and southwest corners of the unit. A 1-1/2-story hexagonal tower rises at the point of angle on the northwest corner. The street facade is highly textured and diverse with a mixture of quatrefoils, balconets, groups of oculi with iron *rejas*, *portales* supported by broad arches or post-and-lintel columns with bracketed capitals, tiered cast stone ornamentation, and arcuated cornices. Wrought iron balcony details and light fixtures randomly balance the facade. Almost all of the original tile and wooden framed storefronts are replaced with full height glass display areas and single or double glass doors. A high stucco wall runs along Livingston Avenue to screen the rear service yard of Unit B. The separate service yard is

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accessed from the east along the narrow street between Units A and B, entered from Livingston Avenue, which then curves down to return to Livingston before reaching the western end of the development.

The original tenants of Unit B included Hunt Grocery Company, a prestigious grocery that mainly delivered groceries to wealthy customers owned by James A. Flemister, an A&P Grocery (known as the Great Atlantic and Pacific Tea Company Store) and a variety of small retail businesses. A similar mix exists today including an upper-end restaurant, bookstore, and camera and apparel shops.

Unit C (Phase I, 1935)

Phase I of Unit C consists of the Village Theater completed November 1935. The L-shaped building lies at the northwestern corner of the complex. The smaller 2-story tile hipped roof lobby faces onto the interior parking area, and the larger sloping flat roof, with stepped tile parapet, auditorium forms the rear ell along Douglas Avenue. The 3-story stucco tower is the architectural tie between the lobby and auditorium. The tower is one of the most important elements of the complex as it is the tallest and most ornate. It is easily the focal point for the complex and the vertical element that draws customers into the shopping center. The square-shaped base of the tower is set on the rear lobby and rises first to an observation deck highlighted by balconets on each side, then in an octagonal shaft with four arched windows connected by a stringcourse continues until terminating in a pointed ring, and then is stepped back and rises to a sharply sloping decorative metal dome. Originally, light beams were projected from the dome. The lobby entrance is identified by a flat marquee over a broad glass entryway. Above the marquee, three sets of steel casement windows denote the second floor with cast stone ornamentation that culminates in pinnacles and shields almost full-width of the upper facade. Large illuminated letters for the "Village Theatre" are at the base of the tower above the lobby roof.

The Village Theater originally included two large murals of "early Texas history" painted by native artist, James Buchanan Winn, Jr., better known as Buck Winn, on either side of the lobby. Otherwise, the theater showed the design influences of the 1930s streamline moderne movement with rounded walls, modernistic lounges, and contour seating. The theater and lobby were remodeled in the 1980s.

Flanking the theater lobby, 2-story buildings with tiled side-gabled roofs extended north/south. The first floor of the southern building included a large arched storefront with three separate steel casement windows on the second floor. The northern building, setback deeper on the lot, included a larger gable roof that extended over a second floor balcony and large arched storefront similar to that on the southern building. The storefronts of both buildings were changed in later phases of development, but the buildings still retain their basic side-gabled roof form and setback.

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Phase I of Unit C was designed as a model suburban theater with the assistance of the local theater company, Interstate Circuit, Inc. Karl Hoblitzelle, Dallas resident and president of Interstate Circuit, supervised much of the design and donated the Winn murals.¹

Unit C (Phase II, 1939)

The second phase of Unit C consists of three detached buildings that changed the street facades of the shopping center dramatically. Constructed immediately southeast of the theater lobby, the first is a 2-story stucco building facing east and covered by a large side-gabled tile roof that extends down over a cantilevered balcony. The balcony and roof shield a series of multi-light steel casement windows that open to offices. Five large arched storefronts define the first floor, each highlighted with cast stone. The storefronts are now modern glass following the original arch form.

The second building follows a vague U shape that partially encloses a courtyard. The longer sections consist of large tile side-gabled roofs connected by a hyphen on the western end. Immediately south of the theater auditorium, is a 2-story stucco with an arched arcade on the first floor supporting a second story walkway. Under the arcade and walkway are irregularly placed single wooden windows and doors. Square wooden posts support the roof over the second floor walkway and are connected by a criss-crossed balustrade. An open stucco-faced staircase provides access to the second floor on the east facade. Wrought iron light fixtures illuminate the courtyard area.

The third building is north of the theater occupying the triangular shaped lot bounded by Douglass Avenue, Mockingbird Lane, and the angled entrance to the center. This 1-story stucco building is in an L-shape with a 1-1/2-story tower at the intersection of the tile gabled roofs. A number of single wooden windows and doors punctuate the facade. A second 1-1/2-story tower was constructed at the point of angle along Avenue B in the summer and fall of 1998.

All connected now, these buildings, which together constitute Unit C, contribute to the village atmosphere and setting by breaking the site pattern and building massing. Their angled siting, courtyards, and balconies create interest among the more shallow and flat block fronts.

Unit D (1941)

Unit D is a large 2-story commercial block facing south at the northwest corner of the complex constructed in 1941. The stucco building is one of the most ornate in the center with its extensive Plateresque detailing along the cornice of the center block. This rather flat facade is broken by a long series of multi-light steel casement windows. Much of this facade is divided by stylized stucco pilasters that enhances the storefronts and creates a rhythm broken only by a pyramidal roofed tower. The storefront turns in a northerly direction to follow the outline of the commercial block. The turn of the building is noted by a curved roof over a cantilevered wooden balcony that originally continued around to Mockingbird Lane and created a row of 90-degree head-in parking for the end commercial space. Unit D retains its integrity with the exception of

¹ Noted in advertisement for the theater in the *Dallas Morning News*, November 15, 1935, II-2.

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some storefront alterations and a tower addition (c. 1985) at the northern corner now used for retail.

Some of the businesses operating in Unit D since its construction include Tote'm, one of the Southland Ice Company's convenience stores, a post office, and the first full suburban department store for Sanger Brothers (1950). During World War II, a basement under the Sanger's store was prepared as a bomb shelter for students at the nearby Bradfield School. This is believed to still be intact.² The current occupants are mostly clothing and accessory stores.

Unit E (1939, 1953)

Unit E consists of two principal divisions: the 1939 eastern section and 1953 western section. The 1-story eastern section consists of a large rectangular shaped building with a storefront facing east onto Preston Road, allowing 90-degree head-in parking, and a second storefront facing south into the center. The latter section includes a pyramidal roofed tower as the central facade element. The 2-story western section, left as surface parking for many years, became underground parking and additional commercial space after World War II. This section is treated as an addition to the former spaces and is therefore not separated because of age.

Early businesses in Unit E included Highland Park State Bank, its first branch bank and drive-in facilities accessed from Mockingbird, and Volks Village Shop, its second location in the center.

Unit F (1931, 1931-32, 1939, 1940)

Unit F consists of four 1-story arcaded buildings connected at the extreme western and eastern ends. Although constructed over a number of years, Unit F is quite consistent architecturally with large side-gabled roofs culminating in four 2-story gable elements set perpendicular to the larger element. The four 2-story features form a courtyard accented with overhanging wooden balconies and decorative wrought iron light fixtures. A flight of concrete stairs that peaks at the centerpoint of the courtyard add some whimsy to the otherwise utilitarian and decorative setting. Some of the stores at the northeastern corner burned (c. 1985) but were rebuilt as the original. The first building constructed in the center in 1931, the rental leasing office, was located at the eastern end of the unit facing Preston Court. This was demolished to construct the last of the four buildings.

Some of the early tenants in Unit F include the original Volks Brothers children's shoe store, Sammy's Restaurant at the far western end (the owner was Sam Lobello, a legendary restaurateur in Dallas), and many of the small service shops sustaining the center.

Unit G (1931, 1932, demolished 1966, new building 1966)

Unit G consisted of two filling stations and auto repair facilities. The 1-story south station was first constructed with intersecting gable roofs over large arched garage and window spaces. Decorative wrought iron lighting highlighted doorways and corners. The north station was

² Telephone interview with Mrs. James Cheek, June 1997.

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identical to the south one except that it was turned in the opposite direction. Both stations faced east onto Preston Road and drew most of their customers from that arterial route.

Filling stations were elements often added to early shopping centers in the pre-World War II era and for some years following the war. They were almost always essential parts of neighborhood shopping centers at the same time and in some cases continue to be included. These two were leased to different oil companies for most of their existence. By the 1960s the need for additional leasable space and the intense corporate competition in the oil industry made the two buildings obsolete. In 1966, George B. Dahl designed a large replacement that added commercial space on the first floor and new banking facilities on the second and third floors. This building is noted as a Noncontributing element in this nomination.

Highland Park Village is also in an excellent state of preservation, far more so than the great majority of retail facilities of that or later periods. Among multi-building shopping centers of the pre-World War II decades, the Country Club Plaza in Kansas City is essentially in tact, but has sustained much more incremental modification over the years. Westwood Village in Los Angeles has mostly survived, but suffers from the demolition of some major portions and the unsympathetic remodeling of others. Shaker Square in Cleveland remains essentially in tact. So does Suburban Square in Ardmore, Pennsylvania, but recently it has been remodeled. The major prototype, Market Square in Lake Forest, Illinois, is the only other prewar complex in a state comparable to that of Highland Park Village (although Market Square was targeted to, and has primarily served, a much more localized audience than the others)³.

Alterations to many of the storefronts in Highland Park Village and the removal of the filling stations do not detract from the overall expression and architectural intent of the center. As a set of commercial block buildings continuously operating in a dynamic and rapidly changing retail industry, Highland Park Shopping Village is a remarkably constant and enduring architectural statement.

³ Personal correspondence from Dr. Richard Longstreth to Ms. Carol Shull, Chief, National Historic Landmarks Survey, National Park Service, April 29, 1999.

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8. STATEMENT OF SIGNIFICANCE

Certifying official has considered the significance of this property in relation to other properties:
Nationally: X Statewide: _ Locally: _

Applicable National Register Criteria: A x B _ C x D _

Criteria Considerations (Exceptions): A _ B _ C _ D _ E _ F _ G _

NHL Criteria: 1 and 4

NHL Criteria Exclusions: N/A

NHL Theme(s): III. Expressing Cultural Values
5. architecture, landscape architecture, and urban design
V. Developing the American Economy
2. distribution and consumption

Areas of Significance: Commerce
Architecture
Community Planning and Development

Period(s) of Significance: 1931-1953

Significant Dates: 1931, 1932, 1935, 1939, 1940, 1941, 1953

Significant Person(s): N/A

Cultural Affiliation: N/A

Architect/Builder: Cheek, James B.; Fooshee, Marion F. (Fooshee and Cheek Architects
Byrne, James (contractor)

Historic Contexts: VII. Business
D. Trade
3. Retail
XVI. Architecture
W. Regional and Urban Planning
2. Suburban Areas
XXX. American Ways of Life
G. Consumer Society of the 20th Century

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State Significance of Property, and Justify Criteria, Criteria Considerations, and Areas and Periods of Significance Noted Above.

Highland Park Shopping Village, Highland Park, Dallas County, Texas, is a complex of seven detached commercial units focused on a central pedestrian and automobile parking plaza. In plan, the Village is noted for its enclosed parking areas within architecturally cohesive commercial blocks. The complex represents a pivotal point in the evolution of the shopping center as a distinctive building type in twentieth century architecture in the United States. The Village is a hybrid of the community and regional shopping centers as defined by the real estate industry. As such, it houses today, as it did historically, a combination of grocery, drug, and related retail/service businesses typical of a community shopping center as well as department stores, restaurants, and a theater more typical of a regional shopping center. This unusual combination located in a high income community made the center an important proving ground for many of the first suburban department and chain stores in Dallas including Hunt Grocery Company (1931), Skillern & Sons drug store (1932), Volk Brothers (1935), and Sanger Brothers (1950). Thus, the complex provides an excellent representation of the role of the shopping center in facilitating the decentralization of the downtown commercial core of cities across the United States. In this particular case, the Highland Park Shopping Village contributed to the decentralization of downtown Dallas and the northern expansion of commercial and residential development that continued into the late twentieth century in Dallas. Highland Park Shopping Village was listed on the National Register of Historic Places in 1997 under Criterion A in the area of Commerce at the local level of significance and Criterion C in the areas of Architecture and Community Planning and Development at the national level of significance.

Highland Park Shopping Village is the result of several urban developments occurring over the course of the twentieth century in Dallas as it did in most major urban areas of the United States. First, the city's development pattern in the late nineteenth and early twentieth centuries centralized most retail, banking, and commercial services in a central business district, then gradually dispersed these functions as economic trends changed. Second, national shifts in transportation and residential land use patterns created demand for different commercial centers that are embodied in the complex. Finally, the Village reflects the establishment and promotion by real estate developers and architects during the twentieth century of the shopping center as a new building type.

The shopping center ranks among the most important new forms of architecture to emerge during the twentieth century. As much as any type, it has had an immense impact on the shape of metropolitan development and on the nature of daily routines for many decades....Highland Park Village was pioneering in its complete integration of offstreet parking with other aspects of the site plan....The complex was one of a very small number (six) of examples operating before World War II that demonstrated the efficacy of developing the shopping center on a sufficiently large scale that it would attract consumers from well beyond the immediate neighborhoods, extending in some cases to the greater metropolitan area.⁴

⁴ Personal correspondence from Dr. Richard Longstreth to Ms. Carol Shull, Chief, National Historic Landmarks Survey, National Park Service, April 29, 1999.

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As such, Highland Park Village is eligible for designation as a National Historic Landmark under Criteria 1 and 4 as a building type that evolved to meet the changing needs of a consumer society that was becoming increasingly dependent on the use of the automobile as the primary mode of transportation.

Centralized Dallas: First Step in Urbanization

During the first three decades of the twentieth century, Dallas' business elite concentrated commercial, governmental, and financial operations in a central business district along Elm, Main, and Commerce streets. Running approximately 15 blocks on an east-west axis and 3-4 blocks on a north-south, the central business district included the city's most stable businesses and monumental buildings. On the west, the Trinity River abutted the business district as a fleeting but promising avenue of transportation while the entire growing downtown fell squarely within a ring of railroad tracks owned by competing railway companies. Dallas County government buildings anchored the western end; municipal buildings did so on the eastern end. Industrial and manufacturing businesses mostly congregated in an area referred to as the "West End" (NR 1978), just north of the county government buildings along the Trinity River and railroad tracks. Some industrial and manufacturing activities, however, chose other sites along the encircling rail lines, most notably Ford Motor Company (locally known as Adam's Hat Building), Continental Gin Company (NR 1983), John E. Mitchell Company (NR 1991), and Interstate Forwarding Company (NR 1992), just east of downtown along Commerce, and Stanard-Tilton Mill (NR 1997), and Sears, Roebuck, and Company warehouse facilities, just south of the central business district. Although most of the city's important industries located close to the downtown, a few industries selected sites in Oak Cliff, west across the Trinity River, and more detached sites north, south, and east. Despite the geographic spread of some economic functions, the city's first steps toward urbanization overwhelming moved principal economic activities toward the central business district, i.e., the downtown.

Dallas' strong and vibrant downtown developed in roughly three phases: 1890-1900, 1900-1915, and 1920-1930. Between 1890-1900, business developers established zones of use in the central business district. Hotels fell on the south and mostly west end, insurance occupied the center sections, finance largely moved into the north and east end, and the separate government entities flanked the core. Retail businesses also mostly congregated in the western quadrant, though they were small operations in comparison with later stores. In this decade, Dallas developed its regional economic dominance, especially in agricultural support manufacturing, insurance, and finance. The city remained completely dependent on rail transportation and established important financial links with St. Louis, Kansas City, and Philadelphia. Dallas' morphology at the end of the period may best be described as a vague "T shape" following a typical gridiron pattern that spread out from a curve on the Trinity River toward the east.

In the second phase, between 1900-1915, the center city attracted more substantial construction with the result being some of the city's major landmarks. This pre-World War I building boom yielded the Wilson Building (NR 1979), Busch-Kirby Building (NR 1980, expansion 1996), and the Adolphus Hotel (NR 1983). The most significant business concentration occurred among retailers. During this period, retail businesses collected along Elm and Main thereby establishing

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a solid retail district. Sanger Brothers Dry Goods Store (NR 1975), Neiman-Marcus, A. Harris & Company, and Titcher-Goettinger became the chief retailers in the new district with most stemming from the well-established Jewish merchant class.⁵ As the city began to shift its dependence on transportation from rail to vehicular modes, strong east-west transportation routes followed. The Dallas-Fort Worth Turnpike to the west dominated the east-west links and left the north-south ones relatively weak (including the links to the recently established suburb of Highland Park). In 1908 city leaders hired landscape architect George Kessler to improve the city's appearance and provide guidance for future development. Among Kessler's most important recommendations, and ones actually implemented, were to enhance the north-south routes with boulevards after removing the north rail lines along Pacific Avenue and allowing substantial north-south routes from downtown. By the end of this period, the morphological development of Dallas seemed on target with Kessler's recommendations constituting a concentrated gridiron central business district with radiating arterials.

The third phase, 1920-1930, easily reflects the most rapid period of development in the city's central business district. Several major oil and gas companies built headquarters including the Magnolia Building (NR 1978) and Lone Star Gas. Karl Hoblitzelle of Interstate Theaters, Inc., funded the construction of the Majestic Theater (NR 1977) as a flagship theater and anchor to the city's growing theater district in the northeast quadrant of downtown. In a significant flurry of retail growth, Titcher-Goettinger Department Store (NR 1996) and Volk Brothers (demolished) built major department stores to house increased depth in their merchandise such as ready-to-wear apparel. In response to the large department store expansion, an increasing number of small retailers chose market niches yet unfilled and located in the abundant supply of smaller scale retail spaces in the downtown buildings. Sears, Roebuck and Company is an important exception to the trend toward centralization. About 1910, Sears constructed a major distribution center south of downtown, on South Lamar along the Trinity River, thereby seemingly establishing its independence from the economy of the central business district. In the 1920s, Sears began to offer retail services at this location and in 1929 expanded that to a space on West Jefferson Boulevard in Oak Cliff.

By 1930 the central business district of Dallas appeared largely set in its physical boundaries and diversity and depth of economic activity. Its economy, now solidly more regional than local, drew as much outside capital, that stabilized and strengthened it, as it did local clientele. The steady, and at times rapid, population growth since 1880 (see table), however, substantially bolstered downtown businesses that appeared to most local business owners in the decade as a never-ending market.

⁵ For more information on the Jewish merchant class of Dallas, see National Register nomination for Titcher-Goettinger Department Store, 1995, by Kate Singleton.

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Population Growth in Dallas, 1880-1960

Census Year	Population
1880	10,358
1890	38,067
1900	42,638
1910	92,104
1920	158,976
1930	260,475
1940	294,734
1950	434,462
1960	679,684

Source: US Census Bureau

Of all the diverse economic sectors that appeared by 1930 (finance, insurance, retail, clothing manufacturing, auto manufacturing, agriculture support manufacturing), the retail industry seemed most secure with its market. In 1929, Dallas retailers sold over \$250 million with retail and wholesale clothing operations occupying over 46,000 square feet in the downtown. Among all Texas cities, Dallas led in retail sales and employment.⁶ All transportation systems (rail, streetcars, automobile highways) led to or through the central business district. This fact and the prosperity experienced in the 1920s encouraged downtown department stores to be optimistic about the future and thus strengthen their position at their downtown location. Thus, no major retailers, with the possible exception of hybrid wholesale/retail operations of Sears, looked out to the growing suburbs for a new market. The following department or specialty stores dominated all retailing in Dallas in 1930:

Sanger Brothers Dry Goods/Department Store. Under the skillful direction of Alex Sanger and later Philip Sanger as well, Sanger Brothers Dry Goods began in Dallas in 1889. The Dallas brothers (there were other Sanger Brothers locations in Waco and Galveston) expanded the business to encompass several buildings along Elm, Austin, Main, and Lamar. The principal building was designed by Dallas architects Lang & Witchell in 1910 and remained the headquarters for the business until 1966 when the company was consolidated with A. Harris & Company (NR 1975). The first branch location was opened in 1950.⁷

Titche-Goettinger. The Titche-Goettinger Department Store, formed in 1902 by Max Goettinger and Edward Titche, opened in the relatively new Wilson Building designed by the Fort Worth architectural firm of Sanguinet and Staats. The store later moved to the expanded Wilson Building in 1911 (NR 1979). In 1928 the company began construction on a new location at

⁶ This is more widely discussed in the National Register nomination for Titche-Goettinger Department Store, 1996, written by Kate Singleton.

⁷ See William McDonald, *Dallas Rediscovered: A Photographic Chronicle of Urban Expansion, 1870-1925*, Dallas: The Dallas Historical Society, 1978), 43-46; and National Register nomination for Sanger Brothers Complex, 1975, written by Joe R. Williams and Stephen Smith.

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Main, Elm, and St. Paul Streets (NR 1996). During construction in 1929, however, it was sold to Lew Hahn (Hahn Company) before the building was completed. The Depression affected the breadth of the retail market during Hahn's ownership changing the market from an upper income clientele to a middle income one. The store's competitive edge was largely lost to Neiman Marcus. The change in ownership and shifting clientele probably prevented the company from opening branch locations between 1930 and 1960. The company continued its support for and commitment to downtown retailing until the 1960s.⁸

A. Harris & Company. The A. Harris & Company, first begun in the 1890s, opened its first major downtown location on the first five floors of the Busch-Kirby Building at 1501 Main (NR 1980; NR 1996) in 1913. The department store largely catered to middle and upper income customers along the major retail avenue of downtown Dallas. The company expanded several times at this location to accommodate changes in retailing. In 1961 Federated Stores purchased the store and later merged it with Sanger Brothers at a new downtown location in 1965-66.⁹

Neiman Marcus Company. The Neiman Marcus Company formed in 1907 as a local specialty store rather than a full department store. Both owners, Herbert Marcus and Carrie Neiman (Marcus' sister), had worked for A. Harris & Company and Sanger Brothers before forming the new company. The first store location at Elm and Murphy burned in 1913, but the business survived and moved to its present location at the Main and Ervay store in 1914. While the Depression slowed retailing for most stores, it did not hit Neiman's as it did others because of its loyal clientele from the East Texas oil fields. In 1931 and 1932 the company sustained small losses, but by 1935 it returned to its pre-Depression levels of sales and profits. Neiman's opened its first branch store in 1951 and expanded the downtown store at the same time.¹⁰

Volk Brothers. The Volk Brothers Company began about 1891 in Dallas as a small shoe store under the direction of George and Leonard Volk. After several expansions, the company purchased its first major location in the retail center of downtown at 1206 Elm Street in 1912. In June 1921, George Volk purchased the land at 1806-10 Elm Street for a new and larger store. George, who died in 1922, was a major figure in the influential Retail Merchants Division of the Chamber of Commerce for 33 years. After his death, Leonard's son, Harold, took the lead of the business and oversaw construction of the new store in 1929, completed in April 1930. Greene, LaRoche, & Dahl were the architects for the Volks Brothers store that remained in operation at the downtown location until 1970. The building was demolished c. 1980.¹¹

⁸ Ibid.

⁹ See Busch-Kirby Building, National Register nominations, including expansion in 1996, written by Peter Maxson.

¹⁰ Robert Hendrickson, *The Grand Emporium*, (New York: Stein and Day, 1979), 182-183.

¹¹ Draft National Register nomination for Volk Brothers Store Building, dated 1980, draft completed by Peggy Riddle, Mary Beth McCauley, and Kate Singleton.

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Decentralization of Dallas

The decentralization of Dallas actually began in the late nineteenth century with the assistance of a number of streetcar companies laying track from the central business district. After countless consolidations, innovations, and reorganizations, the streetcar lines reached neighborhoods in all directions.¹² Streetcar or trolley stops became prime locations for commercial developments as they guaranteed a regular supply of customers for ordinary goods and functional services. One of the earliest commercial districts to appear in Dallas is at the intersection of Bryan and Peak Street near the Peak's Suburban Addition of East Dallas.¹³

The Bryan-Peak Commercial Historic District (NR 1995) marks the commercial development that occurred after the arrival of the streetcar line in 1902, through the introduction of the Interurban Railway in 1912, and extended into the prosperous automobile years of the 1920s. These 1- and 2-story commercial buildings speak of the highly concentrated, economically diverse type of development typical of early decentralized commerce. The buildings, connected in a dense setting on all four corners of the intersection, originally offered common neighborhood businesses such as a grocery, drug store, shoe repair, and laundry, but by the mid-1920s added small clothing and department stores and the Ideal Theatre. The Bryan-Peak businesses served residential developments that prohibited commercial operations by deed restrictions farther east such as Munger Place and Vickery Place. In its earliest years, the businesses also probably served Highland Park and Oak Lawn, both accessed by this streetcar line. Many of the small businesses based at the intersection closed during the Depression, losing their economic stronghold as decentralization passed them.¹⁴

In addition to Bryan-Peak, Oak Cliff, west of downtown, experienced relatively early commercial development. The North Bishop Commercial Historic District (NR 1994) is similar to that in East Dallas as it was the intersection for the turning streetcar line at North Bishop Avenue and Davis Street. Small businessmen constructed several 1-story commercial blocks flanking the intersecting streets. A few 2-story commercial buildings met additional business demands at the location. Generally influenced by period revival styles like Tudor Revival, the commercial blocks typified the post World War I commercial operations linked to the streetcar lines. Likewise, the 1- and 2-story Jacobethan Revival commercial block at 1310-1314 Davis Street in Winnetka Heights (NR 1983) illustrates commercial development linked to the accessibility of the streetcar and ever-present automobile.¹⁵

¹² For a full discussion of streetcar developments, see McDonald, *Dallas Rediscovered*.

¹³ In Sam Acheson's *Dallas Yesterday*, (Dallas: Southern Methodist University Press, 1977), 42, the author states that this intersection was one of the first shopping centers in Dallas after 1900.

¹⁴ See National Register nomination for Bryan-Peak Commercial District, listed 1995, part of *Historic and Architectural Resources in East and South Dallas*.

¹⁵ See National Register nominations for North Bishop Commercial District, listed 1994, and the Winnetka Heights Historic District, listed 1983.

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Although both of these developments followed modes of transportation that encouraged decentralization, West Jefferson Boulevard in Oak Cliff really functioned as a small town main street. West Jefferson Boulevard offered diverse small commercial businesses, but the Oak Cliff Medical and Dental Building easily was the area's most significant property. Opened on April 4, 1929, the 8-story tower provided dental and medical offices while 1- and 2-story commercial blocks flanking it became major retail space. The first floor of the tower and some adjacent spaces housed the first of the Dallas suburban locations for Sears, Roebuck and Company from its South Lamar warehouse near downtown. A smaller space on a corner attracted one of the growing number of locally-owned Skillern & Sons drug stores. Other businesses along West Jefferson included dry cleaners, a bakery and deli, grocery stores, and a music store. Notable additions were four theaters mostly built in the late 1920s. The largest and most impressive of the four, however, was the Texas Theater completed in 1931, making it one of the earliest suburban theaters in Dallas. Many of the West Jefferson Boulevard businesses also suffered during the Depression of the 1930s but the commercial flavor and diversity of businesses did not falter and continued the trend of Dallas' commercial decentralization.¹⁶

By 1930, Highland Park boasted a population of about 8,500 but supported almost no businesses within its city limits. The absence of commercial activity was in part due to the dominance of downtown Dallas that largely continued until the 1960s.

Development of Highland Park

Dallas' earliest residential suburbs began in the 1880s with the development of Oak Cliff (1887-c. 1925) by Thomas L. Marsalis and John S. Armstrong west across the Trinity River (NR, *Historic and Architectural Resources of Oak Cliff*), and East Dallas (1882-1890) by Captain William H. Gaston (NR, *Historic and Architectural Resources of South and East Dallas*). In 1889, the Philadelphia Place Land Association, a conglomerate of Philadelphia financiers, purchased some 1,326 acres north of Dallas for the area's first northern suburb. Henry Exall, city leader and businessman, arranged the purchase for an average price of \$377 an acre, or \$500,000, for residential development much like model housing projects around Philadelphia. "Philadelphia Place," as it was proposed, included gravel roads and picturesque landscape features such as Exall Lake, created from the damming of Turtle Creek. Exall's residential development, however, soon faced a depressed local and national economy from the panic of 1893 leaving the tract largely undeveloped except for the site improvements. Exall, essentially bankrupt, used his salvaged investment for a horse breeding farm, Lomo Alto Horse Farm, and granted Dallasites recreational use of the lake.¹⁷

¹⁶ See draft National Register nomination for West Jefferson Historic District, 1990, on file at Texas Historical Commission.

¹⁷ Information on Highland Park is drawn from a number of sources with the principal ones being Lisa C. Maxwell's statement in *The New Handbook of Texas*, (Austin, Texas State Historical Association, 1996), Volume III, 602-603; Sam Acheson's notes in *Dallas Yesterday*, 52-56; and Diane Galloway and Kathy Matthews, *The Park Cities, A Walker's Guide & Brief History*, (Dallas: Southern Methodist University Press, 1988).

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In 1906, John S. Armstrong purchased the Philadelphia Place land and proposed a new residential development named Highland Park. Armstrong, once partners with Thomas Marsalis in several investments, sold his real estate division to Marsalis, and Marsalis in turn sold his part in their grocery business to Armstrong. Both transactions occurred in 1887. Armstrong subsequently restructured the grocery business and developed it into a sizable meat packing operation that he sold in 1906 to Swift & Company of Chicago. The proceeds of this sale allowed the purchase of Philadelphia Place.¹⁸

In 1907, Armstrong and his son-in-law, Hugh Prather, traveled to Los Angeles to meet with landscape architect, Wilbur David Cook. Cook, originally of New York, was then designing the prestigious and well-publicized residential and commercial development of Beverly Hills near Los Angeles. Using a topographical map provided by Armstrong and following one site visit, Cook prepared a master plan for the residential components of Highland Park. The first 100-acre addition began in 1907 east of Preston Road bounded by Abbott, Armstrong, Drexel, and Gillon, (near the Knox Street trolley line) with a second, the Lakeside Addition, extending from Turtle Creek to Hackberry Creek (including the Dallas Country Club), following in 1910. Although Armstrong financed and initiated Highland Park, he died in 1908 leaving the full development to the direction and vision of Hugh E. Prather, Sr., and Edgar L. Flippen, his son-in-laws.¹⁹

Flippen and Prather continued the development and marketing of Highland Park additions under the leadership of Flippen-Prather Realty, Inc. Two early slogans described the attributes of the development and the urban problems of Dallas, "Beyond the City's Dust and Smoke," and "It's Ten Degrees Cooler in Highland Park." While Highland Park gained a reputation for quality housing and handsome parklands, it also began to form its own urban identity. In 1913, the 500 residents requested in vain to be annexed by Dallas, so they voted to incorporate instead on November 29, 1913. When officially incorporated in 1915, Highland Park included approximately 1,100 residents. In 1915 Flippen-Prather Realty added a third addition east of the Dallas Country Club to Hackberry Creek, and in 1917 a fourth east of Hackberry Creek. The new city began its own waterworks which it operated until 1932 and built its own Spanish Colonial Revival city hall on Bartholow Square in 1923 under the design direction of Dallas architects Lang and Witchell.

About 1920 the City of Dallas initiated efforts to annex Highland Park. With new state laws requiring a vote by home rule cities, Highland Park residents repeatedly declined annexation and snubbed Dallas' growth north with the last vote occurring in 1945. The result was to surround Highland Park and its later sister city, University Park, effectively denying any of their attempts to grow. In response to residents' demands, Highland Park established its own school system and variously teamed with University Park to provide education, water, newspapers, and other community support systems.²⁰

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

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Until the early 1920s, Highland Park proper existed to the east of the early northbound road called Preston Road and south of Mockingbird Lane. Preston Road soon became the area's major thoroughfare and principal street. It was the first paved road in Highland Park and offered, through the foresight of Flippen and Prather, additional right-of-way for expansion. The developers continued to place a special emphasis as the community developed on design and civil engineering to create a setting attractive to the wealthy home buyers. The firm hired a number of well-known landscape architects to help in the design including L.M. Jenny of Cleveland, Ohio, George E. Kessler of Kansas City, Missouri, and Hare & Hare of Kansas City, Missouri. N. Werenskiold (unknown origin) played a major role in the engineering for the last single-family residential addition of Highland Park West in 1924. A final phase called Westpark was introduced in the late 1920s for high-end multi-family development.²¹

Highland Park West, the last major addition in Highland Park, lay immediately west of Preston Road and south of Mockingbird Lane. Begun in 1924, the addition used part of Armstrong's original land acquisition in 1907 that Cook had discarded because of its rather flat topography. The final subdivision plat varied lot sizes, introduced curved streets, and created boulevards and parkways to add interest where there were nonexistent natural features for design use. New residences in the addition adopted popular period revival styles of the 1920s and staggered setbacks with ample landscaping providing further interest to the development. To meet the demands of a growing school age population, the developers sold acreage between Douglas and Armstrong for a new elementary school in 1924. Bradfield Elementary School, designed by Lang & Witchell and built by Rogers & O'Rourke, opened in 1925 as Highland Park's second elementary school.²²

Flippen and Prather introduced their most significant change in residential development, however, with the reservation of approximately ten acres on the southwest corner of the intersection of Preston Road and Mockingbird Lane, adjacent to Bradfield School, for commercial use. From 1907 to the mid 1920s, there were few commercial uses allowed in the Highland Park additions and only a handful of convenient shopping areas. Some residents drove to the Oak Lawn area for groceries and sundries, others frequented a growing commercial area along Knox Street mostly between Travis and Cole. The Knox Street commercial corridor focused on the trolley line stop at Knox and Travis and the Highland Park Railroad Station on the Katy Railway at Knox and Abbott Avenue. A number of small locally owned commercial operations began in this section including Highland Park Bakery, Highland Park Cafeteria, Highland Park Fruit Stand & Market, Highland Park Beauty Shop and Barber, and Highland Park Pharmacy, known for its early use of carhops. Some early commercial chains also operated along Knox including F.W. Woolworth, Piggly Wiggly Store (No. 9), (Jack) Long's Helpy Selfy Store (No. 21), and Clarence Saunders Store (also the developer of Piggly Wiggly, operated here by James A. Flemister). Although the Knox Street businesses offered a variety of neighborhood

²¹ The engineer and landscape architects are from Acheson's description of Highland Park. Because his work is not footnoted, these individuals and their contributions to the design are not able to be verified. Despite the heavy use of Acheson's work in subsequent publications, these individuals are seldom mentioned though he is generally considered an authority on early Dallas and is probably accurate.

²² Galloway and Matthews, 103.

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goods and services and some even carried the city's name, none of these were located within the city limits and none exclusively served Highland Park residents. These businesses flourished during the 1920s, some even expanded to other locations, but by the early 1930s many lost their economic foothold and failed during the Depression. The demise of nearby commerce in the early 1930s left business opportunities for the wealthy residential community that were not filled until the latter part of the decade elsewhere.²³

Planning and Design of Highland Park Shopping Village

Hugh Prather, Sr., first conceived a commercial component for Highland Park when finalizing plans for the Highland Park West addition in 1924. Though the idea may have been planted earlier, several national developments doubtless influenced his thoughts and some planned developments within the state probably contributed to his final project.

Among the most notable influences is Country Club Plaza in Kansas City, Missouri. In 1922-23, Jesse Clyde Nichols announced and started one of the most widely publicized developments of the interwar years, Country Club Plaza. Nichols, a successful real estate developer from Kansas City, devised a shopping center for his 2000-acre residential development, Country Club District, begun in 1908. While other shopping complexes predated Country Club Plaza, and countless small shopping centers existed around transportation rights-of-way, none fully integrated business development with organizational and physical dimensions.²⁴ Country Club Plaza was designed as a unified commercial area that blended with adjacent upscale residential buildings. Irregular blocks and architectural details contributed to uniformity that made almost all retail locations of equal importance. Furthermore, the Plaza was managed as a whole with the selection and recruitment of tenants carefully planned to provide depth in the available retail goods and support services. Finally, Nichols diverged from existing commercial design practices by catering to motorists rather than the streetcar or pedestrian. Design for motorists meant more attention to streets and roads especially access, circulation, and parking.²⁵ Nichol's enhancement of the shopping center became the hallmark for centers until substantially after World War II.

Two other influences on Prather's design and planning probably came from proposals for the French Market and Spanish Market in San Antonio. The American Building Company and Joe J. Nix, real estate developer, proposed two separate commercial complexes along the city's major transportation routes. First promoted in 1928, the French Market planned for Fredericksburg Road in northwest San Antonio encompassed a full city block with 1- and 2-story buildings aligning the perimeter. Ellis F. Albaugh and Henry J. Steinbomer, partners in the San Antonio architectural firm of Albaugh & Steinbomer, completed drawings for the complex probably in 1928.²⁶ The connected buildings formed an enclosure around an unusual feature, a

²³ Galloway and Matthews, 56-65, and 66: also use of the 1928 and 1934-35 Dallas *City Directory*.

²⁴ Richard Longstreth, "Diffusion of the Community Shopping Center Concept During the Interwar Decades," *Journal of the Society of Architectural Historians*, 56 (September 1997): 270.

²⁵ *Ibid.*, 270-272.

²⁶ Albaugh and Steinbomer practiced together for only one year, 1928, thus giving a clear date to the

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“motoryard,” accessed from each side, that the developers advertised as four blocks long and 35 feet wide. The varied height, random use of stone and wood, turreted towers, and half-timbering created a setting reflective of a French village directly out of Normandy or Brittany. Despite the national French influence, the complex’s name came from the widely visited French Market in New Orleans that itself carried an assortment of goods in a concentrated market setting. Some 40 planned businesses in the French Market included a drug store, dry goods store, service station, ethnic restaurants as well as professional offices and several studio apartments.

Spanish Market, in South San Antonio, also attributed to Albaugh and Steinbomer, followed the release of the French Market in 1929. Again under the direction of American Building Company and Joe J. Nix, the Spanish Market borrowed heavily from popular images of rural villages of Spain with its long arcades, tile roofs, and stucco multi-sided towers. The most significant difference in design from the previous market was that two automobile thoroughfares created a cohesive commercial streetfront and thus angled parking spaces rather than a motoryard.²⁷

The developers of the French Market and Spanish Market also proposed a relatively rare form of ownership in the retail industry that required tenants to purchase their units rather than lease. This method is similar to current multiple ownership terms in housing, but is unlike the management and tenancy programs of most retail shopping centers of the twentieth century. Thus, the French Market and Spanish Market both served more as models for the design concepts of Highland Park Shopping Village rather than its management. However, neither project went beyond the planning stage.²⁸

In February 1926, Prather announced plans for a shopping center along Preston Road. Despite his promotion, he apparently had few concrete ideas other than a general concept. His first step toward completion of the project began with the hiring of James B. Cheek of Fooshee & Cheek, architectural firm of Dallas. In 1928 Prather and Cheek completed several forays to collect supporting documentation and ideas for the center. The first of these trips took them for two months in the summer of 1928 to Southern California to visit the Spanish missions and probably some combination of sites including Palos Verdes Estates (Los Angeles County), Rancho Santa Fe (San Diego County), the Panama-California Exposition buildings (San Diego), and the reconstructed commercial core of Santa Barbara.²⁹ Prather and Cheek also traveled to South Texas to visit the Texas missions and possibly made contact with Joe Nix or Ellis Albaugh and Henry Steinbomer.

drawings for the French Market. See “Henry J. Steinbomer” in *Texas Architect*, November 12, 1989, p. 72.

²⁷ Ibid, pp. 22-23.; “The French Market,” a promotional brochure included in the collection of drawings of Highland Park Shopping Village by Fooshee & Cheek, as donated to University of Texas at Austin Architectural Drawings Collection by Mrs. James B. Cheek, c. 1990.

²⁸ Longstreth, “The Diffusion of the Community Shopping Center Concept,” 285-286.

²⁹ Ibid., notes, p. 292.

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A year after the southern California trip, the pair made their final research trip to Spain (Seville and Barcelona). The World Exposition in Barcelona attracted most of their attention, especially the Spanish Village. The Exposition's composite presentation of architecture representing the old Spanish communities provided special inspiration. Cheek made sketches of ornamentation, took photographs, and purchased good examples of light fixtures and *rejas* to be duplicated in Texas.³⁰

At some point in the planning years, Prather and Cheek also traveled to Kansas City to meet with J.C. Nichols and visit the landmark shopping complex, Country Club Plaza. Nichols' now years of observation and experience with his commercial development proved critical in the final planning. He made a number of recommendations to the Dallas visitors that they reportedly incorporated in Highland Park Shopping Village.³¹ Although the exact nature of the recommendations is unknown, Nichols probably encouraged Prather to provide an alternative to on-street parking as found in the Plaza. He was keenly aware that his parking was inadequate and other approaches should be considered.³²

Prather and Cheek concluded their research in 1928-29 and released the final design to the local press in April 1930. The final plan for the shopping center placed contiguous 1- and 2-story commercial buildings facing inward around the site and through the center of the ten acres. Two private streets, Avenue A and B, separated by the center line of buildings, allowed access to rows of 60-degree head-in parking along both interior commercial fronts and in a double row through the center of each street. The effect was a site plan similar to the common courthouse squares of many small towns in Texas. In later years, Prather would acknowledge that the parking arrangement was indeed inspired by the state's courthouse squares. The provision of off-street parking for some 650 automobiles is the most significant aspect of the shopping center design and the element that gives the complex its prominence in the evolution of the building type.³³

Cheek turned to the Country Club Plaza model again for a unified architectural style. Borrowing the Spanish Colonial Revival style of the Plaza, he simplified the design choosing the more vernacular expressions in Spanish Colonial architecture in California and Texas rather than the academic ones found in the Plaza.³⁴ Using white stucco and red tiles, Cheek created a cohesive environment that appealed to the shopper as pedestrian or motor vehicle operator. He further enhanced the setting with cast stone detailing, leaded mirrors in quatrefoil windows, and removable wrought iron railings. The use of exposed redwood beams, copper sashes, and

³⁰ Anita Toews, "Spanish Colonial Revival Architecture in Dallas: The Work of Fooshee and Cheek," *Perspective*, Volume XIII, Number 2, pp. 9-15.

³¹ *Ibid.*, p. 11.

³² Longstreth, "The Diffusion of the Community Shopping Center Concept," 277.

³³ *Ibid.* For more discussion of the plan, see the notes for this section of the Longstreth work.

³⁴ *Ibid.*

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glazed tile storefront kickplates emphasizes his attention to fine finishings.³⁵ Prather and Cheek commissioned Potter Art Metal Studios of Dallas to make all the light fixtures and much of the wrought iron details for the center. The center as designed in the late 1920s and promoted in 1930 promised to be one of the most distinctive commercial environments in the pre-World War II years.

In spite of the Depression, Prather began construction of the first phases of Highland Park Shopping Village in 1931. James Byrne, a Dallas contractor for many of the firm's buildings, supervised construction of the initial phases of the complex and continued in this role through the 1950s. The first building was a temporary sales office placed at the eastern end of the center block. Shortly afterwards, Unit B at the southwestern end and the south filling station were completed. By June 1932, Units A and B on the south side, and two filling stations at the eastern end along Preston Road were complete. The next phase, including the Village Theater, were completed in 1935-36 with all but one of the final units finished by 1941.³⁶ The last phase included an underground parking facility and concluded the Village in 1953. Alterations and additions after 1953 detracted from architectural cohesiveness of the complex but do not alter the basic configuration or plan.

The tenants and management of the center proved to be as significant to the local economy as the architecture. Prather early recognized the importance of creating a market mix of goods and services that primarily service the residential population of Highland Park. Thus, the first tenants included two grocery stores, Hunt Grocery Company and The Great A&P Tea Company, in adjacent stores in Unit B. Hunt served a high-end customer and offered delivery from its first suburban location as well as its downtown headquarters. A&P offered groceries on a self-serve basis that was already found in other locations along Knox and in Dallas. S&S Catering moved to the center from a Knox Street location when Prather offered the owners three months free rent. Later renamed and relocated to Unit C, S&S Tearoom became one of the most prominent restaurants in the city and remained a tenant until it closed in 1987.³⁷ Among the other early businesses were the Village Book Shop, Oriental Rug Shop, The Stocking Shop, The Mary Ann Shop, The Chimney Corner, a beauty shop, and the two filling stations, one operated by the Texas Company and the other called the Highland Park Service Station.³⁸

After the completion of Unit A in 1932, Skillern & Sons, Inc., opened one of the first suburban drug stores in Dallas. Begun as J.A. Skillern Drugstore in 1885 in Lewisville, Texas, the company became Skillern & Sons in 1914 and expanded operations to a number of small locations in major downtown Dallas buildings. The company continued to expand as a chain of stores to include 33 locations in 1954 and 43 in 1964. It was one of the first drug store chains to departmentalize and become self-selective. Rae E. Skillern and his family moved to Beverly

³⁵ Toews, "Spanish Colonial Architecture," 11-12.

³⁶ Longstreth, "The Diffusion of the Community Shopping Center Concept," 278.

³⁷ Galloway and Matthews, 102.

³⁸ *City Directory*, 1934-1935.

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Drive in Highland Park West in the 1920s, just a few blocks from the center, and lived there until their tragic death in 1964. The Highland Park Shopping Village location became store number five (replacing an earlier location of a number five) and reportedly quickly outsold many other stores.³⁹ Its location at the easternmost end of Unit A along Preston Road gave it visibility to drivers along the road and created additional 90-degree parking spaces on Preston and at the rear of the store. A drug store continues in this location.

Unit A also housed a third grocery store when it opened in 1932. The grocery was short-lived and replaced by Safeway Stores in 1935. Safeway continued in this location until replaced by Tom Thumb grocery which continues today.

In November 1935, the Village Theater opened as the largest and most prominent building in the center. Although built by Flippen and Prather for a cost of \$150,000, the theater operated under a long term lease with Interstate Circuit, Inc., with Karl Hoblitzelle as president. The theater boasted over 1300 seats and featured some of the most important showings of the period. When opened, it was one of the earliest suburban movie theaters in Dallas and certainly among the best appointed.⁴⁰ The theater remains in operation being leased in 1987 to American Multi-Cinema, the second largest theater company in the United States. The exterior is slightly modified from its original appearance, though its interior is significantly modified. Adjacent to the theater when it opened in 1935, Martha Washington's Ice Cream Parlor became one of the center's customer draws. It, however, was closed and revamped as retail space probably in the 1960s.⁴¹

Volk Brothers was the most significant of the new businesses locating to the center during the 1930s. George and Leonard Volk began the Volk Brothers Company about 1891 as a small shoe store in downtown Dallas. In 1935, the company opened its first suburban location in Unit F of the Village offering only children's shoes. By March 1940, Volks Brothers expanded to a specially designed store in Unit E on the northern side and included women's and misses clothing, children's clothing, and a more extensive line of shoes. This store is the first of the fashionable downtown department stores to recognize its suburban market and open a branch. Sanger Brothers, renamed Sanger-Harris in the 1960s when the two downtown department stores consolidated, joined Volks Brothers about 1950 in Unit D.⁴² The Village location became the first full branch store of Sanger Brothers as well.

In 1940-41, Southland Ice Company opened a Tote'm convenience store at the northwest corner of Unit D. This location allowed direct head-in automobile access to the store from Mockingbird

³⁹ *Dallas Morning News*, Sunday, January 17, 1954; *News* 1964.

⁴⁰ Information drawn from *Dallas Morning News* clippings beginning with September 15, 1935, through November 15 and 23, 1935.

⁴¹ Galloway and Matthews, 106.

⁴² The Galloway and Matthews guide reports a Sanger branch as early as 1941, additional research revealed that the Highland Park branch opened in 1950, *Dallas Morning News*, "Sanger Board Decides to Sell," July 10, 1951; also "Volk Bros. Branch Opens in Park City," *Dallas Morning News*, March 17, 1940.

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Lane, a requirement for the quick service and perishable goods it offered. Southland Company, an early national leader in the convenience store business, was led by Joe C. (Jodie) Thompson, for much of the twentieth century. Thompson and his family also resided in Highland Park where he served for a short time on the city council. The Village store remained in operation for many years but changed its name to Seven-Eleven Dairy Store after the company shifted its marketing and corporate image in 1946.⁴³

Highland Park Shopping Village continued to develop and expand its tenant mix until World War II slowed commercial expansion. Flippen and Prather Realty Company later incorporated its shopping center management under Flippen & Prather Stores, Inc. This management company continued until 1966 when Howard Corporation purchased the complex. In 1976 Henry S. Miller, local real estate developer, purchased the center to redirect its declining retail status in the community.⁴⁴ Miller's company is now headquartered in the complex and responsible for all marketing and management aspects. The Village continues to attract an upper end retail mix and clientele.

Fooshee and Cheek

Formed about 1920, Fooshee and Cheek rose to prominence in North Texas during the rapid physical expansion of the interwar years. Fooshee & Cheek are arguably one of Dallas' most prominent architectural firms in the mid twentieth century. The firm made its name largely on residential designs in the upper income neighborhoods of Highland Park and University Park showing a special interest in adaptation of period revival styles, especially Spanish Colonial Revival.

Marion Fresenius Fooshee (1888-1956) was born in Weatherford, Texas, but his family moved shortly afterward to Corpus Christi and then Dallas. Fooshee graduated from Dallas High School (NR 1995) which offered a variety of vocational programs at the time including technical drawing and architectural blueprint reading. After graduation, he apprenticed for five years to Hal B. Thomson (1882-1974), one of the state's first native born and professionally trained architects. Thomson, born into a wealthy Austin family, graduated from MIT in 1906/1907 and began his architectural practice in Dallas the following year. Dallas' elite businessmen became some of Thomson's early clients with many of them commissioning residential designs for lots along Swiss Avenue in the prosperous years preceding World War I.⁴⁵ Though not educated in a professional college, Fooshee received quality training and wide exposure to residential design work in Thomson's office. Fooshee left Thomson's office to enter the armed forces in World War I and upon return to Dallas established his partnership with James Cheek.⁴⁶

⁴³ *Oh Thank Heaven*, privately published by Southland Company, c. 1980.

⁴⁴ Galloway and Matthews, 106.

⁴⁵ Application for membership in American Institute of Architects, Washington, DC, November 13, 1916, document on file at AIA Archives, Washington, DC. Accepted for membership, but terminated by AIA on March 1, 1927, for non-payment of dues. He was reinstated in 1947.

⁴⁶ Information is also drawn from *Encyclopedia of Texas*, 1915, on file in the Dallas Public Library; and

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Thomson's office and high-end design commissions also attracted James Bruce Cheek (1895-1970). Unlike Fooshee, Cheek, born south of Dallas in Hillsboro, Texas, studied architecture at the University of Texas at Austin in 1913-14. He left the university after one year and began work with C.D. Hill & Company in Dallas in June 1914. In May 1915, Cheek transferred to work with Hal Thomson where he remained through October 1917. During World War I, he entered the US Navy working as a draftsman in the Public Works Department in Gulfport, Mississippi, and then in Naval Operations in Hampton Roads, Virginia. In February 1919, Cheek returned to Dallas and began a "general practice" of architecture entering into a partnership with Marion Fooshee either late 1919 or 1920.⁴⁷

The new partnership first located in Wichita Falls in North Texas in response to the growing wealth from the regional oil fields. Though little is documented on their work in Wichita Falls, by 1925, the firm relocated to Dallas and entered their most prosperous years. When selected by Hugh Prather, Sr., about 1928 as architects for Highland Park Shopping Village, Fooshee and Cheek then gained immediate local attention and received numerous commissions for work. Highland Park Village is arguably the finest work of the firm.

Although little is published of their work, the firm designed a number of other commercial buildings in the mid twentieth century. Grande Tourist Lodge (1931, demolished 1995), Magnolia Filling Station (c. 1931, demolished), and the Bon Aire Courts (c. 1935, believed demolished) are among their contemporary works. The firm remodeled their office at 1901 ½ Harwood (demolished) in a Spanish Colonial Revival style (c. 1930). Residential works of the period include the W.G. Sterrett, Jr., House at 4208 Beverly Drive, Albert Moss House at 3510 Drexel Avenue, W.G. Sterrett House (number one) at 4200 Beverly Drive, and their own residences at 4443 Westway Drive (Fooshee) and 4417 Westway Drive (Cheek).⁴⁸ The firm completed residential designs in Tyler and Fort Worth as well. Highland Park Shopping Village was the most extensive commercial design for the firm and its longest continuous design project. When the filling stations were demolished in 1966, the owners requested James Cheek to design a new building. Mr. Cheek declined because of illness leaving the infill to be completed by another Dallas architect, George Dahl.⁴⁹

Shopping Center as Building Type

The shopping center is defined as a "group of commercial establishments under a single ownership, planned, developed, and managed as a single unit, with off-street parking provided,

Duncan T. Fulton, "Fooshee and Cheek," *Texas Architect*, November 12, 1989, p. 52; and Fulton in *The New Handbook of Texas*, TSHA, Austin, Volume II, pp. 54 and 1070.

⁴⁷ Application for membership in the American Institute of Architects in Washington, DC, document on file in the Archives of the AIA in Washington, DC. Although accepted, the AIA terminated Cheek's membership on December 21, 1928, for non-payment of dues.

⁴⁸ Toews, pp. 10-12.

⁴⁹ Based on an interview with Mrs. James B. Cheek, May 1997.

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and related to the area it serves in the size and type of its stores.”⁵⁰ The shopping center as recognized today as a distinctive American building type exists in three types: neighborhood, community, and regional. Neighborhood shopping centers typically serve a minimum of 750 families for a market. A supermarket and drug store will be the lead businesses with a combination of service operations including a dry cleaner, beauty and barber shops, laundry, shoe repair, and a variety store. These centers can occupy from five to ten acres and are accessed from a major arterial. Community shopping centers serve a larger market and include junior department stores, shoe stores, children’s apparel and shoe stores, men’s clothing, candy and gift stores, and a theater. In some centers, banks and a post office are also included. Professional offices may be included as well, usually on second stories. These complexes typically occupy 15 to 30 acres of land. Regional shopping centers are much larger than the prior centers and include as major tenants one or two departments stores. The market is generally between 300,000 and 900,000 people within a 30 minute drive. The regional center will occupy between 20 and 50 acres, though post World War II centers are often larger.⁵¹

Although the shopping center as we know it today is largely a post World War II development, several early centers played a significant role in its evolution. A commercial block designed by Frederick Clarke Withers as part of Olmsted’s Riverside, Illinois, development in 1870, is probably the first among the precursors to today’s shopping center. The Roland Park store block (1894) in Baltimore, Maryland, is generally recognized as another precursor by most scholars of the building type. The third major center is Country Club Plaza (1923) in Kansas City, Missouri. This development (discussed earlier) was the work of J.C. Nichols as a commercial center to his 5,000-acre adjacent residential community. Country Club Plaza is without question the most important milestone in the pre-World War II years. The Park and Shop (1930) in Cleveland Park in Washington, D.C., is another complex that is best known for defining the parameters and scope of the neighborhood shopping center.⁵²

Highland Park Shopping Village is recognized by most scholars of the building type and the real estate industry for its incorporation of vehicular parking within a unified architectural space. As such, it represents a critical step in the development of the building type from on-street parking to off-street parking, as the latter is used in the definition. Highland Park Village served as a model in this respect for later shopping center developments, most notably the Bellvue Shopping Center in Seattle, Washington and Hampton Village, located seven miles southwest of downtown St. Louis, Missouri, along Route 66. The latter’s site plan was similar to that of Highland Park Shopping Village, although much more space was devoted to parking. However, Hampton

⁵⁰ Meredith L. Clausen, “Northgate Regional Shopping Center--Paradigm From the Provinces,” *Journal of the Society of Architectural Historians*, May 1984, 146.

⁵¹ Geoffrey Baker and Bruno Funaro, *Shopping Centers Design and Operation*, (New York: Reinhold Publishing, second printing, 1954), 10. There are other discussions of these characteristics in earlier publications of the Urban Land Institute.

⁵² The early shopping centers are discussed in several places, but are given extensive treatment in Longstreth’s “The Neighborhood Shopping Center in Washington, D.C., 1930-1941,” *Journal of the Society of Architectural Historians*, March 1992, 5-34.

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Village proved not to be as successful as Highland Park Shopping Village as not all of its planned units were realized.⁵³

The Village also represents a hybrid between the community and regional shopping centers in its design scope, marketing strategy, and tenant mix. Over 60 years of successful operation suggests that the hybrid is a workable combination, though possibly not ideal. Other pre-World War II shopping centers that are noted for their innovations or the general nature of their design and development include Los Angeles' Westwood Village, adjacent to the UCLA campus (begun in 1928 and developed throughout much of the 1930s). Westwood Village was much larger than both Highland Park and Country Club Plaza with over 450 businesses, making it the largest such center in the United States. It also differed from Highland Park and the Plaza in that its developer, Janss Investment Company, sold parcels to others who then developed them. Westwood Village also differed in that it contained large branches of downtown department stores as well as such national chains as J.C. Penney and Sears, Roebuck and Company. Another notable example of a community shopping center, Shaker Square in Cleveland, Ohio (1928-1930, 1937), also was a gateway to an adjacent residential area. Its major difference was that it was planned around high-speed rail transportation that directly tied it to the commercial core of the city. In addition, Shaker Square was divided by a major arterial, whereas in the case of the Plaza and Highland Park, such arterials defined the boundaries.⁵⁴

[Highland Park Village] was nationally recognized and often presented as a model of its kind from the 1930s into the early 1950s. In retrospect, we can view it as one of the most innovative and fully developed examples of the shopping center concept (that is, an integrated business development, targeted to a specific audience, and conceived, built, owned, and operated by a single entity) realized during the interwar decades.⁵⁵

Highland Park Shopping Center remains an active and vital commercial operation. Under the leadership of Henry S. Miller and associates, the complex continues to adjust to changing markets and demands of a fast-paced industry. The tenacity of the complex and its ability to outlive numerous more recent shopping centers is a further testimony to excellent planning and design of Hugh Prather, Sr., and James B. Cheek. The center is eligible for designation as a National Historic Landmark under Criteria 1 and 4 for its impressive position in the development of the shopping center as a significant building type in 20th century American architecture.

⁵³ Longstreth, "The Diffusion of the Community Shopping Center Concept," 286.

⁵⁴ *Ibid.*, 273-76, .

⁵⁵ Personal correspondence from Dr. Richard Longstreth to Ms. Carol Shull, Chief, National Historic Landmarks Survey, National Park Service, April 29, 1999.

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Previous documentation on file (NPS):

- Preliminary Determination of Individual Listing (36 CFR 67) has been requested.
- Previously Listed in the National Register.
- Previously Determined Eligible by the National Register.
- Designated a National Historic Landmark.
- Recorded by Historic American Buildings Survey: #
- Recorded by Historic American Engineering Record: #

Primary Location of Additional Data:

- State Historic Preservation Office *Texas Historical Commission*
- Other State Agency
- Federal Agency
- Local Government
- University
- Other (Specify Repository):

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10. GEOGRAPHICAL DATA

Acreege of Property: approximately 10 acres

UTM References:	Zone	Easting	Northing
A	14	705320	3635100
B	14	705560	3635100
C	14	705560	3634900
D	14	705320	3634900

Verbal Boundary Description:

The nominated property includes all buildings and appurtenances bounded by Mockingbird Lane on the north, Preston Lane on the east, Livingston Avenue on the south, and Douglass Avenue on the west.

Boundary Justification:

The boundaries include all property originally set aside for development as the shopping center in c. 1924.

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