

Mary -
Log in -
Do an ordinance
JR
12-4-00

**Dallas Landmark Commission
Landmark Nomination Form**

1. Name

Historic: Bama Pie Company Building
Date: 1936

2. Location

Address: 1701 Fourth Avenue
Location Neighborhood: Fair Park District
Block: 1381 Tract Size: 0.622 ac.

3. Current Zoning

Current Zoning: CR

4. Classification

| | | | | |
|------------------------------------|---|---|--|---|
| Category | Ownership | Status | Present Use | <input type="checkbox"/> museum |
| <input type="checkbox"/> district | <input type="checkbox"/> public | <input type="checkbox"/> occupied | <input type="checkbox"/> agricultural | <input type="checkbox"/> park |
| <input type="checkbox"/> building | <input type="checkbox"/> private | <input type="checkbox"/> unoccupied | <input type="checkbox"/> commercial | <input type="checkbox"/> residence |
| <input type="checkbox"/> structure | <input type="checkbox"/> both | <input type="checkbox"/> work in progress | <input type="checkbox"/> educational | <input type="checkbox"/> religious |
| <input type="checkbox"/> site | Public Acquisition | Accessibility | <input type="checkbox"/> entertainment | <input type="checkbox"/> scientific |
| <input type="checkbox"/> object | <input type="checkbox"/> in progress | <input type="checkbox"/> yes:restricted | <input type="checkbox"/> government | <input type="checkbox"/> transportation |
| | <input type="checkbox"/> being considered | <input type="checkbox"/> yes:unrestricted | <input type="checkbox"/> industrial | <input type="checkbox"/> other, specify |
| | | <input type="checkbox"/> no | <input type="checkbox"/> military | _____ |

5. Ownership

Current Owner: Derrick Mitchem
Contact: Derrick Mitchem Phone: 214.421.4100
Address: 3009 Maple Leaf Lane City: Dallas State: TX Zip: 75210

6. Form Preparation

Date: 22 May 2000
Name & Title: Derrick Mitchem
Organization: N 2 Win, Inc.
Contact: Derrick Mitchem Phone: 214.331.4848

The neighborhood surrounding the Bama Pie Company Building developed as part of Dallas' early twentieth century suburbanization. The mixed commercial, industrial, institutional, and residential area developed due to its physical relationship to the central business district, their establishment along streetcar lines and the promotional techniques employed by their developers.

Just outside the South and East Dallas Multiple Property Area, the Bama Pie Company Building lies just a few blocks away from the South Dallas neighborhood, which was primarily platted and developed exclusively for African-American families. This subdivisions grew up around a core community of African-American families that already existed along S. Central Avenue (now Central Expressway) and Greer Street (now Metropolitan), by 1898 (Dallas city directory, 1898). There is some evidence that a black farming community existed in the area prior to this time but the establishment of several additions specifically platted for black residents between, 1904 and 1911, particularly on Atlanta and Latimer streets, solidified its identity as an exclusively African-American community. Although streetcars did not lead the initial development of African-American communities as they had in East Dallas and Colonial Hill, they played an important part in the promotion of later additions which were developed similarly to those of whites in the 1910s and 1920s. In addition to the suburban residential, institutional and commercial buildings in the area, South Dallas also contains some farm houses that may pre-date the area's suburban development.

Nothing in Dallas's early history foretold of its preeminence among Texas' cities thirty years after its founding in 1841. Wresting the county seat away from Horde's Ridge (present day Oak Cliff) in an 1850 election brought a degree of regional commercial and political prominence to Dallas, but until the railroad connected the town to eastern markets it proved of little practical benefit. It was the arrival of the Houston & Texas Central (H&TC) Railroad in 1872, and its intersection with the Texas and Pacific (T&P) Railroad a year later, that ushered in an era of growth that would make Dallas the premiere merchant city of the Southwest. On the heels of the railroads, in fact in anticipation of their, mule drawn streetcars were built to facilitate the movement of goods from the terminals to the business houses that began to spring up in the ensuing commercial boom, it became immediately apparent that streetcars would also be a boon to developing areas outside the central business district.

The flurry of building activity in downtown Dallas following the arrival of the railroads made it a congested, noisy place in which to live but street railroads enabled people to live more than a few blocks away from their work and enjoy the benefits of suburban life a revolutionary concept that changed the way American cities would develop. Because Dallas had grown very little from its Trinity River site by the time streetcars arrived, the new technology largely determined the direction of the city's growth.

The suburban development of South Dallas was made possible by the network of streetcar lines that allowed people to live farther away from the central city and their

places of work. The force behind the success of these suburbs lay in the union of real estate developers with street railway promoters, who frequently were partners in each others' enterprises. A typically collaboration involved the purchase and subdivision of inexpensive land far from the center of town, followed by the establishment of a park or other attraction, and the construction of a streetcar line to bring prospective buyers to the new subdivision.

In the heady days following the arrival of the railroads, it became immediately apparent that there were fortunes to be made in real estate. Developers began acquiring large parcels of land outside the corporate limits for subdivision and in the first six months of 1874, 600 houses were built (Powers, 1969: 18). The developers anticipated building street railroads to provide access to the far distant additions. Prior to the advent of the streetcar, people had typically lived within a few blocks of their work (Gooden, 1986: 15). The fact that Dallas had not expanded more than half a mile from its courthouse prior to the arrival of the railroad and ensuing real estate boom allowed the streetcar to shape its growth. McDonald wrote, "the streetcar was unquestionably the most influential factor in the growth of the suburbs, and the traffic patterns it established help to explain why certain areas developed while neighboring ones did not. (McDonald, 1978: 7).

It was not by coincidence that Dallas' earliest organized suburban housing developments were designed along streetcar lines. Dallas was a fledgling city when its first streetcar systems were designed and installed. Unlike the older, congested Eastern Seaboard cities of New York and Boston, Dallas' streetcar systems were not built in response to the problems its residents faced living in an intensely developed, crowded and unhealthy inner city, although there are reports of noise and confusion in the early days of the post-railroad building boom. Rather, it appears that Dallas entrepreneurs incorporated the new technology to stimulate growth in those areas where they either owned land or had an investment interest.

The South Dallas area was well outside the Dallas city limits until about 1925, was called "the Prairie" because of its distance from town (McDonald, 1978: 126), and possibly because its previous status as a farming community. By 1912, three parallel lines already extended into South Dallas from the cross-town Forest Avenue streetcar line, changing the development patterns of the area.

Commercial enterprises began to appear as early as 1905, according to Sanborn maps. They tended to proliferate on the streetcar lines, especially at the intersections of two lines, and on the outer fringes of the residential areas. A comparison of 1905 and 1922 Sanborn maps shows the profound influence these intersecting carlines had in converting residential areas to commercial. Interurban railways began service to Dallas about 1908 and also had a profound effect on the neighborhoods through which they ran. The Bryan interurban line was established in 1908 and ran along the same street as the streetcar (Gooden, 1986: 55). Although streetcar lines dictated much of Dallas' suburban development since their introduction in the city, automobiles began to affect building

patterns by the 1910s. The automobile eventually changed the way suburban growth and development occurred in Dallas and served to push the city even further from its center.

While the initiation of the streetcar preceded and encouraged the development of residential neighborhoods, as those neighborhoods matured, the blocks closest to the streetcar lines converted to commercial uses (Gooden, 1986: 67-69). This pattern, a result of unrestricted and unplanned development, was repeated with slight variations in other Dallas neighborhoods including the East Dallas and Colonial Hills areas.

The 1932 Bama Pie Company Building fits into this early 20th century suburban development and is significant for its associations with industrial enterprises in the South Dallas area. The Bama Pie Company is a Texas success story of a families' grass roots efforts of baking and selling pies out of their own kitchen and eventually expanding the operation into a wholesale business with national clientele.

In the 1920s, the Bama Pie Company started in the kitchen of Cornilla Alabama Marshall, who sold her homemade pies at the drugstore where she worked. The popularity of the pies led Cornilla and her husband Henry to sell the pies out of the back of his truck to construction workers. Their entrepreneurship influenced their sixteen year old son Paul to enter into the business in 1931. Paul, who had a head for business, and his wife Lilah spearheaded the manufacturing, distributing, and selling of Bama Pies into a multi-state corporation.

The South Dallas site for the 1932 Bama Pie Company Building was well-chosen for its proximity to expanding suburban markets to the north and east, as well as for its streetcar accessibility to an established work force. Since the growth of the company's business relied on increased delivery sites, the establishment of the bakery near the railroad and streetcar lines at the periphery of the new suburban tracts maximized the range of their territory. The location of the bakery may have also been determined, somewhat, by the lack of zoning regulations and construction restrictions in the newer suburban tracts which prohibited manufacturing and commercial buildings.

By the 1940s, families began to avoid busy thoroughfares and move to modern houses in the new suburbs of North Dallas, businesses and multi-family apartment buildings began infiltrating residential streets particularly along the Forest Avenue streetcar route. As this trend continued, the older suburban tracts took on more of an urban character and they increasingly became identified with the central city as Dallas' suburban growth continued to expand far from its Trinity River origins. In addition to commercial and multi-family development, the H&TC railroad tracks, which had always been a magnet for factories, increased industrialization that continued to aid in the deterioration of adjacent residential tracts.

The Bama Pie Company was among the first major, non-retail enterprises in this South Dallas area, and its establishment precipitated the transformation of the predominantly residential suburb to a more urban commercial and manufacturing center.



LANDMARK DESIGNATION FORM
CRITERIA FOR ELIGIBILITY

History, heritage and culture: Represents the historical development, ethnic heritage or cultural characteristics of the city, state, or county.

Historic event: Location of or association with the site of a significant historic event.

Significant persons: Identification with a person or persons who significantly contributed to the culture and development of the city, state, or county.

Architecture: Embodiment of distinguishing characteristics of an architectural style, landscape design, method of construction, exceptional craftsmanship, architectural innovation, or contains details which represent folk or ethnic art.

Architect or master builder: Represents the work of an architect, designer or master builder whose individual work has influenced the development of the city, state or county.

Historic context: Relationship to other distinctive buildings, sites, or areas which are eligible for preservation based on historic, cultural, or architectural characteristics.

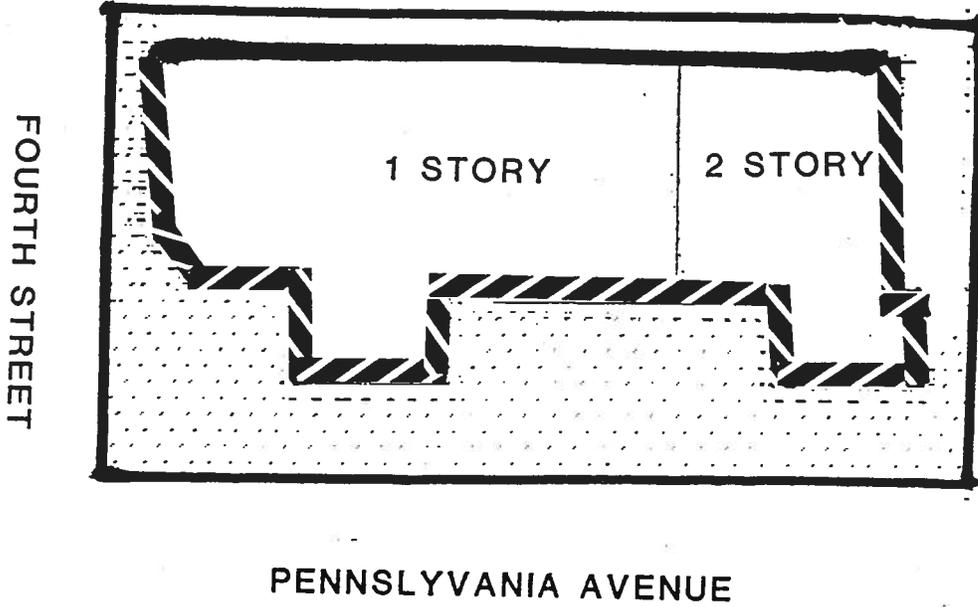
Unique visual feature: Unique location of singular physical characteristics representing an established and familiar visual feature of a neighborhood, community or the city that is a source of pride or cultural significance.

Archeological: Archeological or paleontological value in that it has produced or can be expected to produce data affecting theories of historic or prehistoric interest.

National and state recognition: Eligible of or designated as a National Historic Landmark, Recorded Texas Historic Landmark, State Archeological Landmark, American Civil Engineering Landmark, or eligible for inclusion in the National Register of Historic Places.

Historic education: Represents as era of architectural, social, or economic history that allows an understanding of how the place or area was used by past generations.

BAMA PIE
EXHIBIT B



 PROTECTED FACAD

 NO BUILD ZONE