

Dallas Landmark Commission
Landmark Nomination Form

1. Name

historic: The Former Dr Pepper Dallas Bottling Plant District
common: 409 Second Avenue, 413 Second Avenue,
425 Second Avenue, 429 Second Avenue.
date: 1925, 1929, 1929, 1929

2. Location

address: 409 Second Avenue
413 Second Avenue
425 Second Avenue
429 Second Avenue
location/neighborhood: Exposition Park Neighborhood
block: 828 lot: 6 land survey: Tract A, Subdistrict 2 tract size: 569.14' X 200'

3. Current Zoning

current zoning: P.D.D. 269

4. Classification

Category	Ownership	Status	Present Use	museum
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agricultural	<input type="checkbox"/> park
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" 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			<input type="checkbox"/> entertainment	<input type="checkbox"/> scientific
<input type="checkbox"/> object			<input type="checkbox"/> government	<input type="checkbox"/> transportation
	Public	Accessibility	<input checked="" type="checkbox"/> industrial	<input checked="" type="checkbox"/> other, specify
	Acquisition	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> military	<input type="checkbox"/> office
	<input checked="" type="checkbox"/> in progress	<input type="checkbox"/> yes: unrestricted		
	being considered	<input type="checkbox"/> no		

5. Ownership

Current Owner: Second-Hickory Inc.
Contact: Rick Slaven Phone: 214.443.1999 Address: 4514 Cole Avenue
City: Dallas State: Texas Zip: 75205

For Office Use Only

Date Rec'd: _____ Survey Verified: Y N by: _____ Field Check by: _____ Petitions Needed: Y N
Nomination: Archaeological Site Structure(s) Structure & Site District

6. Form Preparation

Date: 8/21/00
Name & Title: Rees T. Bowen
Organization: Corgan Associates
Contact: Rees Bowen
Phone: 214.757.1729

7. Representation on Existing Surveys

Alexander Survey (citywide) local state national

National Register

H.P.L. Survey (CBD) A B C D Recorded TX Historic Ldmk
Oak Cliff TX Archaeological Ldmk

Victorian Survey

Dallas Historic Resources Survey, Phase high medium low

8. Historic Ownership

original owner: 429 Second Avenue - Dr Pepper Company
significant later owner(s): Curtiss Candy Co., Hollander Home Fashions
original owner: 425 Second Avenue - Dr Pepper Company
significant later owner(s): Curtiss Candy Co., Hollander Home Fashions
original owner: 413 Second Avenue - Glass ManufacturingCo.
Hollander Home Fashions
original owner: 409 Second Avenue - Texas Wholesale
Manufacturers, Hollander Home Fashions

9. Construction Dates

original: 429 Second Avenue, 1929
alterations/additions: None decoration, pilasters removed
original: 425 Second Avenue, 1929
alterations/additions: October 25, 1929 demo. brick wall
original: 413 Second Avenue, 1929
alterations/additions: Sept. 14, 1929 brick repair/demo. (Interior)
original: 409 Second Avenue, 1925
alterations/additions: April 9, 1929 repair roof due to fire.

10. Architect

original construction: Contractor- Inge Construct. Co. alterations/additions:
None

11. Site Features

natural: N/A
urban design: N/A

12. Physical Description

Condition, check one:

excellent

deteriorated

unaltered

Check one:

good

ruins

altered

original site

fair

unexposed

moved

(date _____)

Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). Elaborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.

There are four individual buildings interconnected at the addresses 409, 413, 425, and 429 Second Avenue. Although each of the buildings have a separate address, they have been interconnected through history. The 425 and 429 buildings served as The Dr Pepper Company's primary headquarters and bottling/distribution plant in Dallas. The 409 and 413 Second Avenue buildings existed on the site when Dr Pepper built and moved into their new Dallas Headquarters building. Research indicates that Crofford Planning Mill Co. occupied the property at 425 and 429 Second Avenue up until 1928-1929.

The building located at 409 Second Avenue was originally the Texas Wholesale Grocer Company, built in 1925. It was constructed with load-bearing masonry brick walls. The interior structure and roof appear to have been replaced in the 1950's; the perimeter walls that make up the facade have been preserved. The existing structure consists of 4" steel pipe columns supporting a steel three-way truss system. The roof line projects 2'-0" above the existing masonry perimeter load-bearing walls.

The north facade of this one-story building is three long bays across. These unique bays average about 57 feet across in the east-west direction. The two southernmost bays include loading docks with large openings currently infilled with plywood, although the steel windows remain intact. The middle bay also includes the entrance which is an undecorated single door. Seven steel industrial casement windows run across the length of the building. The building profile varies slightly, stepping up above the primary loading dock. It appears as if the internal structure and roof of the building were replaced (due to the unique nature of the steel three-way truss system). The elevation contains two existing loading bays which have been infilled.

The west facade facing Canton Street is one story and ten bays and is a load-bearing masonry brick wall with no indication of windows or openings. It currently exists as an exposed brick wall. The roof line is visible from Canton Street as it protrudes.

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The south facade along Trunk Street is one story and has three bays. This facade is the service oriented facade containing loading docks. Windows are steel industrial with single pane glass. The first two bays from north to south contain six window openings with the remaining openings serving as loading bays. The third bay has a covered loading dock that allows trucks to unload and load from within the structure. The construction is load-bearing masonry brick. The roof line is continuous and visibly above the parapet.

The east facade is interior and ten bays across. The wall acts as a demising wall with holes punched through to connect the 413 Second Avenue building erected adjacent to 409 Second Avenue in 1929.

The building located at 413 Second Avenue, adjacent to the Texas Wholesale Grocer Company Building was built in 1929 to serve as a glass warehouse. It is a one-story building constructed of load-bearing masonry walls with a row of wood columns aligned in the center of the space. Several of the wood columns were replaced with steel columns, most likely due to weather damage. Several new steel columns were constructed to provide additional support towards the west side of the building.

The north facade along Second Avenue is one story and has two bays. This building's construction is load-bearing masonry wall. This facade acts as the primary entrance. The windows exist containing the original steel industrial lights.

The west facade is interior and adjacent to 409 Second Avenue. It is composed of exposed brick. There are several openings in the wall which connect the buildings.

The south facade along Trunk street is one story and two bays across. This facade serves the distribution area for this building. The first and second bays to the east contain typical steel industrial windows. The remaining openings are loading bays. It is built of load-bearing masonry walls. All openings have been infilled with plywood.

The east facade of 413 Second Avenue is connected to another one story building, built shortly later. This facade is a load bearing brick masonry demising wall with holes punched through to connect to the adjacent buildings.

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Adjacent to the glass warehouse is 425 Second Avenue built in 1929 as part of Dr. Pepper Company's Dallas' Headquarters. It is a one-story building constructed of masonry load-bearing walls with no interior supporting columns. The exterior of the building is painted plaster. Industrial steel and glass windows exist behind the boarded facade.

The north facade along Second Avenue is one story, approximately 20'-0" in height. There are no columns located within the structure; it is a full clear span of 40'-0". This facade acts as the primary entrance and opens onto the street with large steel industrial windows. To the east side of the building, there is an existing loading bay. The entrance is a single door with a small steel industrial window above. The exterior of the building is painted plaster over a concrete/masonry load-bearing structural frame.

The east facade is an interior, load-bearing brick masonry wall with punched openings located at both north and south walls for connecting the buildings together.

The south facade is one story and one bay across. It is painted plaster over a concrete/masonry load-bearing frame. Two large openings allow for distribution purposes. The loading docks are narrower and are spread further apart than in the adjacent buildings. Two transom windows exist above the loading docks. These are currently infilled with plywood.

The building at 429 Second Avenue on the corner of Second Avenue and Hickory Street was built in 1929, as the main building of the complex and served as the Dr. Pepper Company's Headquarters building in Dallas. This four-story building (including the basement) is constructed of a concrete frame with a flat concrete slab. The concrete columns on the interior have bell capitals with a drop-pan slab. The perimeter walls are primarily masonry unit infill. The exterior of the building is painted plaster.

The north facade off Second Avenue is the primary entrance to the building. This facade has five bays and four levels, including the basement. Prominent features of the facade are the six painted plaster concrete pilasters that extend the height of the building and separate each bay. The entrance is marked with short pilasters on either side of the single glass door, and was modified at some point in the past with an aluminum storefront system.

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Narrow painted glass blocks exist on each side of the door on the outward side of the pilasters. Each ground floor bay, except the entrance bay, is currently infilled with plywood/plaster and metal lathe system. The openings stretch from pilaster to pilaster, the entire width of the bay. Beneath the large openings is a single band of small steel industrial windows for the basement. Smooth plaster bands run between each bay of the window openings. The third floor bays are constant across the building, with the exception of the two end bays, which are slightly more narrow. Each bay has operable hinged steel industrial windows on the second floor level. Above a similar plaster band, the third floor bays have yet another style of windows. Three equally spaced double-hung wood windows span across all five bays. Currently, the windows on the first, second, and third floors are infilled with plywood or painted.

The Hickory Street, or east facade, is four stories and twelve bays across with thirteen pilasters dividing the bays. The ground to roof pilasters continue along this facade. Each bay is approximately 17 feet in width, with the exception of the narrower southern bay. The most prominent feature on this facade is the original three loading docks that are situated in the middle of the building. The loading docks acted as the primary distributing entrance for the Dr Pepper Company. Currently, two of the three docks are infilled with expanded metal fencing and plywood. The east facade also utilizes operable hinged industrial steel windows on all floors across the width of the facade, most of which are infilled with plywood/plaster and metal lathe. Originally the basement steel industrial casement windows ran along several of the bays across the facade of the building. Double-hung wood-casement windows exist in the second bay from Second Avenue on all three upper floors. The third and fifth bays over from the Trunk Street consist of single wood door entrances. These appear to have been window openings which were infilled and modified in the recent past.

The south facade, which faces Trunk Street, is four stories and has five bays. Plaster concrete pilasters separate each bay across the width of the building. The first bay on the north side is a stairwell that accesses the roof. The second bay contains a series of smaller steel industrial casement windows which back to the existing freight elevator hoist way. The three other bays are loading bays on the ground level. Industrial steel casement windows are found on both the third and fourth floors along the same four bays. As with the other facades, these windows are also currently infilled with a plywood/plaster and metal lathe system on the ground floor.

13. Historical Significance -

Statement of historical and cultural significance. Include: cultural influences, special events important personages, influences on neighborhood, on the city,etc.

The original one story buildings at 409 and 413 are characteristics of the Deep Ellum Warehouse style with exposed brick walls on the exterior, large steel industrial casement windows, and several loading dock areas. The two buildings at 425 and 429 Second Avenue are more reminiscent of the architecture in the Fair Park area with art deco form and delivery. The facades of the four buildings represent a unique combination of warehouse and office deco style.

The building at 409, 413, 425, and 429 Second Avenue are located in what was originally the City of East Dallas, which was incorporated into the City of Dallas in the 1880's.

The inclusion of Dallas as a port of entry realized a long held ambition. Town founders had plotted and invested large sums of money to secure a water passage up the Trinity River from the Gulf of Mexico. Failing in these efforts, planners turned to the new technology of overland rails to link interior lands with the Gulf Coast. Dallas, with its advanced rail network by 1913, could at last become the port city that town founder John Neilly Bryan had envisaged. Goods could be transported inland to storage, to be transferred or warehoused as needed, just as the major sea port cities operated. Dallas' status as a port of entry mandated continued growth as a regional distribution and marketing center serving the Midwest, including areas of Oklahoma, Louisiana, Arkansas, Missouri and beyond.

The advantage of the local port for regional importers was profound. Under the previous operation, local merchants had to travel to distant ports (Galveston was the nearest facility to Dallas) and were required to accept the entire consignment and pay all duties, then have the merchandise removed for later sale. The new act specified that duties were to be paid only on the portion removed from storage at the customs facility. A shipment could be taken in smaller parcels, enabling the importer to pay duties only after having secured orders (and possibly payment). The balance of the shipment could be left in a secured and bonded facility for a period of up to five years prior to removal. Not only were up-front duty costs avoided, but also interim shipment and storage charges.

During the 1920's, Dallas experienced great business growth and expansion and was a major manufacturing, distribution, and wholesale market. Cotton, banking and insurance were major industries in Dallas and were linked to other cities by the railroad. The city marketed cotton through excellent shipping and financial facilities. In addition to the cotton and banking industries, the East Texas oil fields brought Dallas into further prominence as the closest large city to the oil fields. Newspapers wrote about the oil activity and emphasis was placed on Dallas as the center for cotton and oil with an ample labor force and transportation.

The former Dr. Pepper Bottling Plan District developed during this time of rapid expansion in manufacturing and distribution in Dallas.

409-429 Second Avenue is on the fringe of the Deep Ellum and Fair Park Districts of Dallas. The 1920's brought many buildings into the area to transform Deep Ellum / Fair Park from a poor residential and commercial area into a manufacturing and wholesale district. As a residential neighborhood, whites and blacks often lived next door to each other in small wood framed houses. By the 1930's, the transition from a residence area to a manufacturing and wholesale district was complete. Deep Ellum emerged as an important wholesale area in the city of Dallas during this time.

The large number of industrial buildings, building type, integrity, and period of significance, make the Deep Ellum / Fair Park Industrial District a potential historic district. The district is currently mixed-use, with Deep Ellum developing as one of Dallas' major entertainment districts of art galleries and restaurants. The Fair Park Industrial District is still largely industrial, but mixed use conversions are taking place as part of an adaptive use trend.

The buildings at 425-429 Second Avenue, constructed in 1929 and 1930, are prominent as the first major location of the Dr Pepper Company Headquarters in Dallas, Texas. The Dr Pepper Company built and occupied the buildings from 1929 through 1948. These buildings were built at the end of the construction and business economic boom that hit Dallas from the 1910's through the 1920's. The buildings are surrounded by many industrial warehouse building from the same era.

Dr Pepper is the oldest major manufacturer of soft drink concentrates and syrups in the United States. Dr Pepper is significant to Texas as a 'native Texan,' originating at Morrison's Old Corner Drug Store in Waco, Texas. Created by Charles

Alderton in 1885, Dr Pepper was first introduced to patrons of the drug store. The new soda quickly gained popularity within the region while being served across multiple soda fountain stores in Waco. Alderton, together with Morrison, was not able to produce enough syrup in the Old Corner Drug Store to supply the demand. This led Alderton to pass the development of the new soda drink to Morrison and a beverage chemist, Robert S. Lazenby. By 1891, the partners formed a new firm, the Artesian Manufacturing and Bottling Company. The soda, known as Dr Pepper, made its first major premier at the 1904 World's Fair Exposition in St. Louis.

Robert Lazenby became the sole owner of the firm and in 1923 he and his son-in-law, J.B. O'Hara moved the company from Waco, to Dallas and renamed the firm the Dr Pepper Company. Sales boomed under the new name and very quickly, Dr Pepper had to find a new home. After a short occupation of 401 Main Street, Dr Pepper Company built an expensive new headquarters at 429 Second Avenue. This new building also provoked the expansion of another syrup plant in Birmingham, Alabama. In 1931, Dr Pepper Company reduced the costs of shipping through maintaining the two separate producing plants. The Birmingham plant reduced freight costs and increased sales to the eastern United States. The Dr Pepper plant at 425 and 429 Second Avenue served as the executive offices and the main base of operations.

In 1948, the Dr Pepper Company moved to a new headquarters located on Mockingbird Lane in Dallas.

"During the twenty years (1930-1950) the Company settled into a solid and aggressive building program gradually enlarging its area of sales and distribution. Records show Dr Pepper availability growing throughout this period three times greater than that of the industry as it spread into large, newly-opened eastern markets."

After Dr Pepper relocated, the Curtiss Candy Company's general office occupied 425-429 Second Avenue. Curtiss Candy Company resided at this location from 1948 to 1961. In the 1960's, the 429 Second Avenue complex served as the building for a woman's clothing manufacturer, Parkland of Dallas, Inc. The City Directory of 1967 shows that the first of the one-story buildings at this location was vacant. Over the years, the connected one-story buildings changed addresses several times. From 1975 through 1977, Robert R. Michlin Women's Clothing Manufacturers housed the entire complex, including both the Jo Juniors and Justin McCarty divisions of Robert R. Michlin Inc. In 1978 the buildings are listed as vacant, but occupied by Hollander Home Fashions within the next year. Hollander Home Fashions has remained in this location until the present.

In short, the Dr Pepper Company built the buildings at 425 and 429 Second Avenue to serve as their main headquarters for office and distribution in 1929. The Dr Pepper Co resided in the complex from 1930 through 1948. These buildings headquartered the Company's executive offices and the operations base. At the time of 1930, Dr Pepper expected this location to serve the Company and the probable expansion for a considerable amount of time. However, in just less than twenty years, Dr Pepper had outgrown this location and quickly looked to a new location for their headquarters building.

14. Bibliography

Ellis, Henry E.. *Dr Pepper: King of Beverages*. Dr Pepper Company. Dallas, Texas. 1979.

Greene, A.C.. *Dallas - the Deciding Years - a Historical Portrait*. Encino Press, Austin, Texas. 1973.

Payne, Darwin. *Dallas: An Illustrated History*. Sponsored by the Dallas Historic Preservation League. Windsor Publications, Inc. Woodland Hills, CA. 1982.

Payne, Darwin. *Big D Triumphs and Troubles of an American Super City in the 20th Century*. Three Forks Press. Dallas, Texas. 1994.

Rodengen, Jeffrey L.. *The Legend of Dr Pepper/Seven-Up*. Write Stuff Syndicate. Fort Lauderdale, Florida. 1995.

WPA Dallas Guide and History. Writers Program of the Works Projects Administration in the City of Dallas. Introduction by Gerald D. Saxton. Edited by Maxine Holmes, Dallas Public Library, and Gerald D. Saxton. The University of Texas at Arlington. University of North Texas Press. 1992.

15. Attachments

District or Site Map Additional descriptive material
 Site Plan Footnotes
 Photos (historic & current) Other: _____

16. Inventory of Structures - Historic District Only

A. Location and Name

409 Second Avenue. Texas Wholesale Manufacturers.

Development History

Original owner: Texas Wholesale Manufacturers.

Architect/builder: Unknown

Construction/alteration dates: 1925

Architectural Significance

Dominant style: Industrial Warehouse

Condition: Fair

Alterations: 1929/1930

Category

Contributing Structure. Excellent example of an architectural style that is typical of or integral to the district; retaining essential integrity of design.

Statement of Significance

The building at 409 Second Avenue initially served as an industrial warehouse which contributed to the manufacturing growth era of the times Deep Ellum. It is a classic example of single story 1930's type industrial warehouse manufacturing buildings.

B. Location and Name

413 Second Avenue. Texas Wholesale Manufacturers.

Development History

Original owner: Glass Maunfacturer

Architect/builder: Unknown

Construction/alteration dates: 1925

Architectural Significance

Dominant style: Industrial Warehouse

Condition: Fair

Alterations: 1929

Category

Contributing Structure. Excellent example of an architectural style that is typical of or integral to the district; retaining essential integrity of design.

Statement of Significance

The building at 413 Second Avenue initially served as an industrial warehouse which contributed to the manufacturing growth era of the times Deep Ellum. It is a classic example of single story 1930's type industrial warehouse manufacturing buildings.

C. Location and Name

425-429 Second Avenue. Dr Pepper Headquarters and Bottling/Distribution Plant.

Development History

Original owner: Dr Pepper Co.

Architect/builder: Unknown. Contractor- Inge Construct. Co.

Construction/alteration dates: 1925

Architectural Significance

Dominant style: Industrial Warehouse

Condition: Fair

Alterations: 1929

Category

Contributing Structure. Excellent example of an architectural style that is typical of or integral to the district; retaining essential integrity of design.

Statement of Significance

The building at 429 Second Avenue on the corner of Second Avenue and Hickory Street was built in 1929, as the main building of the complex and served as the Dr. Pepper Company's Headquarters building in Dallas. The building at 425 Second Avenue was built in 1929, as a building in the complex and served as the Dr. Pepper Company's Headquarters building in Dallas.



LANDMARK DESIGNATION FORM
CRITERIA FOR ELIGIBILITY

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

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 country.

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 country.

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

Recommendation

The Designation Task Force requests the Landmark Commission to deem this nominated landmark meritorious of designation as outlined in Chapter 51 and Chapter 51A, Dallas Development Code.

Further, the Designation Task Force endorses the Preservation Criteria, policy recommendations and landmark boundary as presented by the Department of Planning and Development.

Date: Nov 7, 2020

Designation Task Force



Urban Planner
Historic Preservation



