

United States Department of the Interior
Heritage Conservation and Recreation Service

National Register of Historic Places
Inventory—Nomination Form

For HCRS use only

received

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic BUSCH BUILDING 300733

and or common name KIRBY BUILDING

2. Location

street & number 1501-1509 Main Street _____ not for publication

city, town Dallas _____ vicinity of _____ congressional district 5

state Texas _____ code 048 _____ county Dallas _____ code 113

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name UNBS Partnership c/o Mr. Robert A. McHugh

street & number 351 California Street, Suite 900

city, town San Francisco _____ vicinity of _____ state California 94104

5. Location of Legal Description

courthouse, registry of deeds, etc. Dallas County Courthouse

street & number 600 Commerce

city, town Dallas _____ state Texas

6. Representation in Existing Surveys

Drury Blake Alexander, Historic Sites Inventory
title Dallas Historic Landmark Survey; _____ has this property been determined eligible? _____ yes no

date September 14, 1974; 1979 _____ federal state _____ county local

depository for survey records City of Dallas Urban Planning Department; Tx. Hist. Com.

city, town Dallas ; Austin _____ state Texas

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed	(slightly)	

Describe the present and original (if known) physical appearance

The Busch Building, a combination office and retail building completed in 1913, stands as one of the finest examples of Late Gothic Revival architecture in Dallas and the nation as a whole. Rising 250 feet above the intersection of Main and Akard Streets in downtown Dallas, the building has 17 stories, plus a basement and a tower.

The building consists of three parts, a five story block base (originally the lease space for A.H. Harris Department Store), a projecting eleven story u-shaped mass, and a small one-story tower positioned over the southwest corner of the building at the Main and Akard Street intersection. The outside of the u-shaped segment aligns with the west, south, and east facades; the interior light court faces north.

The building's frontage is 100' along Akard Street and 125' 6" along Main. The two most significant facades of the building face these two streets. The facades are lavishly decorated with Curvilinear Continental Gothic terra-cotta relief work and complex fenestration patterns. Face brick is the predominant material of the east and north facades as well as of the interior light court.

On Main and Akard Streets granite-clad structural steel columns form a street level arcade. The columns continue as pilasters throughout the full height of the building. They form the outermost plane of the facade, which is broken by horizontal string courses every three floors and by a heavy cornice at the sixteenth floor. All secondary spandrels and non-structural pilasters are recessed away from this plane.

On the first or ground floor, a glass storefront is set back approximately seven feet from the face of the ceramic tile-clad exterior columns. The columns are topped by a massive spandrel that is broken by an arch at the building's lobby entry on Main Street. This arch, which is inscribed inside a rectangle, springs from two small volute-shaped shelves attached to the pilasters. The small triangular areas between the rectangle and arch are decorated with quatrefoils, as is the underside of the arch itself. The arch is ribbed horizontally with rows of dentils and flower motifs serving as decoration. The lobby entry with its original granite facade is one of the few remaining portions of the original street facade that was remodeled in 1970 when the pedestrian arcade was created. A small canopy replaces the heavily ornamented cast iron canopy that once marked entry to the retail portion of the building.

The second floor is lavishly ornamented. Its windows, framed with low, flat arches, are enclosed between two horizontal friezes of heavy relief Gothic ornamentation. The corner bay at Main and Akard has one large window flanked on both sides with a small window, all of which is enclosed under one large curvilinear ornamental terra-cotta arch. (A similar detail is repeated over the lobby entrance.) Another large window is placed along each side of this window grouping. These windows and all remaining windows on the second floor have individual arches above them.

The third through fifteenth floors carry identical elements and have little detail or ornamentation. The Akard Street facade is broken into four bays. From left to right, the first three bays have four equally sized and shaped 1/1 sash windows separated by secondary pilasters that run the full height of the building. The fourth, or corner bay, which is detailed identically on both the Main and Akard Street facades, is wider than the other bays, creating a strong visual anchor for the building. Two small 1/1 sash windows separate three larger windows to create the rhythm ABABA. The five remaining bays on the Main Street facade are divided

(11/78)

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(from left to right) into two alternating bays of three windows and four windows for the first four bays and then a smaller three window fifth bay at the far right. The last bay contains the building's elevator lobby. The east and north facades as well as the interior light well contain 2/2 sash windows set flush with the face brick exterior walls.

The sixteenth floor on the Main and Akard Street facades is separated from the other floors by a heavy cornice line (represented by a terra-cotta band on the secondary facades) and is pierced by the points of exaggerated arch motifs at all major pilasters. Above the fifteenth floor on the east facade the elevator penthouse is sheathed with terra-cotta set in the same plane as the surrounding brick. A highly decorated battlement caps the building, and a series of pinnacles and finials terminate the upward thrust of the dominant pilasters. The skyline of the building is broken by a tower. The tower has the same fenestration pattern as the floors directly below and is also topped by a battlement, finials, and pinnacles. Inside the battlement are the walls of the mechanical penthouse that houses the boilers.

In 1970 the building was renovated. Renovation included adapting the retail portion of the building left vacant when Sanger-Harris departed in 1965. A three story lobby serving a bank now occupies the space first used by A.H Harris Department Store. An interior arcade lined with retail stores connects this lobby with Elm Street, which is directly north of the building. During the renovation more restrooms were added, and the main stairwell was enclosed to bring the building up to code requirements. The remainder of the interior, including the elevator lobby and general office space remains as originally constructed. Marble wainscots line all corridors, and carved wood doors surround cut glass panels. Except for the creation of a street level arcade that extends along Main and Akard Streets, the exterior of the building was left relatively untouched on the two predominant facades. On the three facades of the interior light well a red, white, and blue striped super-graphic was painted diagonally across all surfaces including window sashes and the battlement.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1912--November 1913 Builder/Architect Barnett, Hayes & Barnett; St. Louis, MO.

Statement of Significance (in one paragraph)

Lang & Witchell; Dallas, Texas

The Busch Building, built in 1913 for Augustus A. Busch & Company, stands today as one of the finest examples of the Late Gothic Revival style, which was regarded by many as the most perfect expression of the skyscraper form. Designed by the firm of Barnett, Hayes and Barnett of St. Louis Missouri, in association with Lang and Witchell of Dallas, the building was one of the first in the country, along with the highly acclaimed Woolworth Building in New York by Cass Gilbert, to be built in this style. The seventeen-story building was planned as complementary retail and office space for its counterpart, the Adolphus Hotel. It was the home of A.H. Harris & Company of the now Sanger-Harris Department stores and through a later alteration became the first tall building to house its energy supply on the roof. Drury Blake Alexander's Historic Landmark Survey assigns the Busch Building a first priority status.

During the 1910's Dallas was undergoing considerable growth and prosperity, which made it one of the largest cities in the state of Texas. It was also becoming the financial center of the Southwest. Such growth naturally led to the development of the downtown area. Civic leaders interested in promoting that growth included Charles F. Bioanz, Henry D. Linsley, S.L. Hay, and F.B. Tyron. In 1910 they traveled to St. Louis to suggest that Augustus A. Busch, owner of the Oriental Hotel (the site now occupied by the Baker Hotel) build another hotel in Dallas. Best known for his interests in the Busch Brewery Division, Busch was also chairman of the board of the Busch-Sulzer Diesel Engine Co., director of the Manufacture^{rs} Railroad Co., and board chairman of the St. Louis O'Fallon Railroad Co. From this meeting came the 23-story Adolphus Hotel. Completed in 1912, the hotel served for years as the pattern for luxury hotels in the Southwest. When the hotel was completed, Busch began work on the 17-story Busch Building, which was to serve as an office and retail supplement to the Adolphus.

The Busch Building was completed in 1913. During this period the architecture of Dallas shifted away from the Chicago School of Architecture and returned to historical eclecticism for expression. The shift was probably due to the influence of outside firms moving to the Southwest who brought their own architectural firms and their own style of architecture with them. The architectural firm of Barnett, Hayes and Barnett brought with them the eclectic philosophy of architects in the St. Louis area. They gave the Busch Building a unique character through the use of Gothic ornamentation, a style not yet applied to the skyscraper form except for the Woolworth Building in New York by Cass Gilbert, which was also completed in 1913. Both Barnett and Gilbert apparently arrived at the same conclusion that the Gothic style which so dramatically displayed the verticality of cathedrals was also appropriate for the vertical facades of the skyscraper. Although the Woolworth

ORIGINAL
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Building has been credited with being the first Late Gothic Revival skyscraper, it is entirely possible that these two buildings were designed and built almost simultaneously.

When the Busch Building opened in 1913, the first five floors and base-ment were leased to A.H. Harris, one of the most successful department stores in Dallas. Founded during the early 1890's, the store occupied the Busch Building for over forty-eight years. In 1961 A.H. Harris was purchased by the Federated Stores and merged with Sanger Bros., another major department store that dated from the same period as A.H. Harris Co. In 1965 the Sanger-Harris store moved to another downtown location, which left the retail portion of the Busch Build unoccupied for the first time.

In 1918 the Busch Building was sold to the Southern Life Insurance Com-pany, which sold the building the following year to the Kirby Investment Com-pany. It remained in their hands until 1941 when it was purchased by the Main and Akard Investment Corporation. In 1947 the owners installed roof top boil-ers for heating the building. Until then the building had been heated by ex-haust steam from the Adolphus Hotel's electrical generating plant. The new system was needed because the Adolphus converted from its own power plant to the public utility supply. The roof top system, designed by engineers Zumwalt and Winther of Dallas in consultation with the Martyn Brothers Plumbing Co., was the first of its kind in the country and, as such, attracted attention throughout the construction industry.

In 1962 the Busch Building was sold to Main and Akard LTD., a joint part-nership of Unit Inc. and Central City Inc. Under the new management the Busch Building underwent its first renovation. At a cost of two million dollars the 1970 renovation brought new life to a building that was losing its economic justification, and yet the building remains today much as it was when the building was completed.

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Dallas Times Herald. February 9, 1970.

The Western Architect. The Western Architect Inc.: July 1913 & July 1914.

9. Major Bibliographical References

Alexander, Drury B., Dallas Historic Landmark Survey, p. 22
 Dallas Chapter AIA, The Prairies Yield, 1962, p. 28
 Dallas Chapter AIA, Dallasights, 1978, p. 26
Dallas Morning News, September 18, 1913; November 17, 1913; February 9, 1947

10. Geographical Data

Acreeage of nominated property less than one

Quadrangle name Dallas, Texas

Quadrangle scale 1:24000

UMT References

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 Zone Easting Northing

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Verbal boundary description and justification

Southwest corner Main and Akard
 Akard = 100.0'
 Main = 125.5'

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

state	code	county	code

11. Form Prepared By

name title Kenneth Scharr, Larry Keen, Thomas Holt; Katherine L. Smith

organization School of Architecture & Environmental Design; Private Research Consultant date March 18, 1980

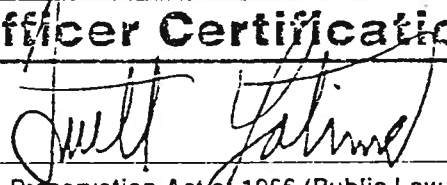
street & number University of Texas at Arlington; 2612 W. 48th St. telephone 817 273-2801 512 451-2684

city or town Arlington; Austin state Texas

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local



As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature _____

title State Historic Preservation Officer date April 23, 1980

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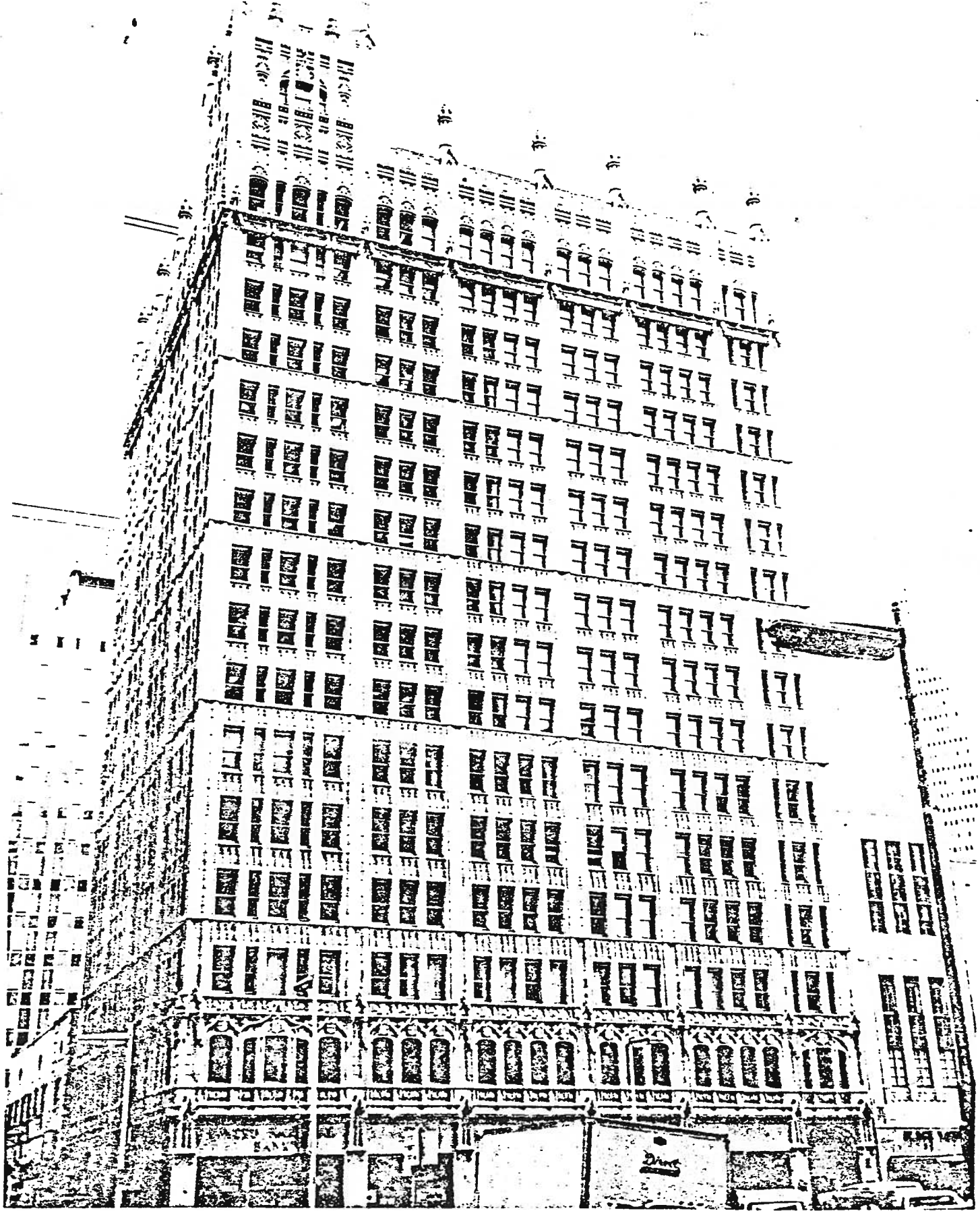
I hereby certify that this property is included in the National Register

_____ date _____

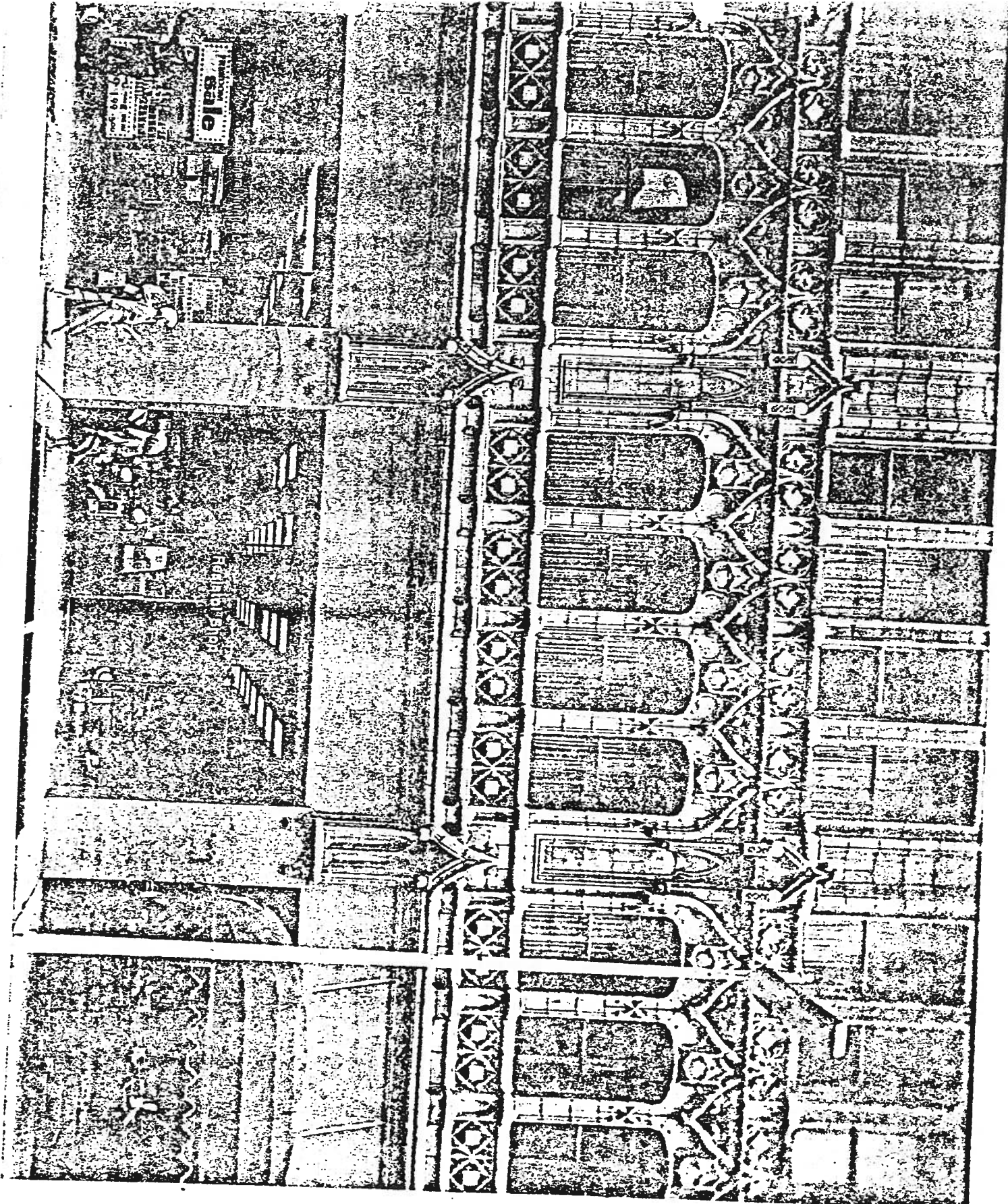
Keeper of the National Register

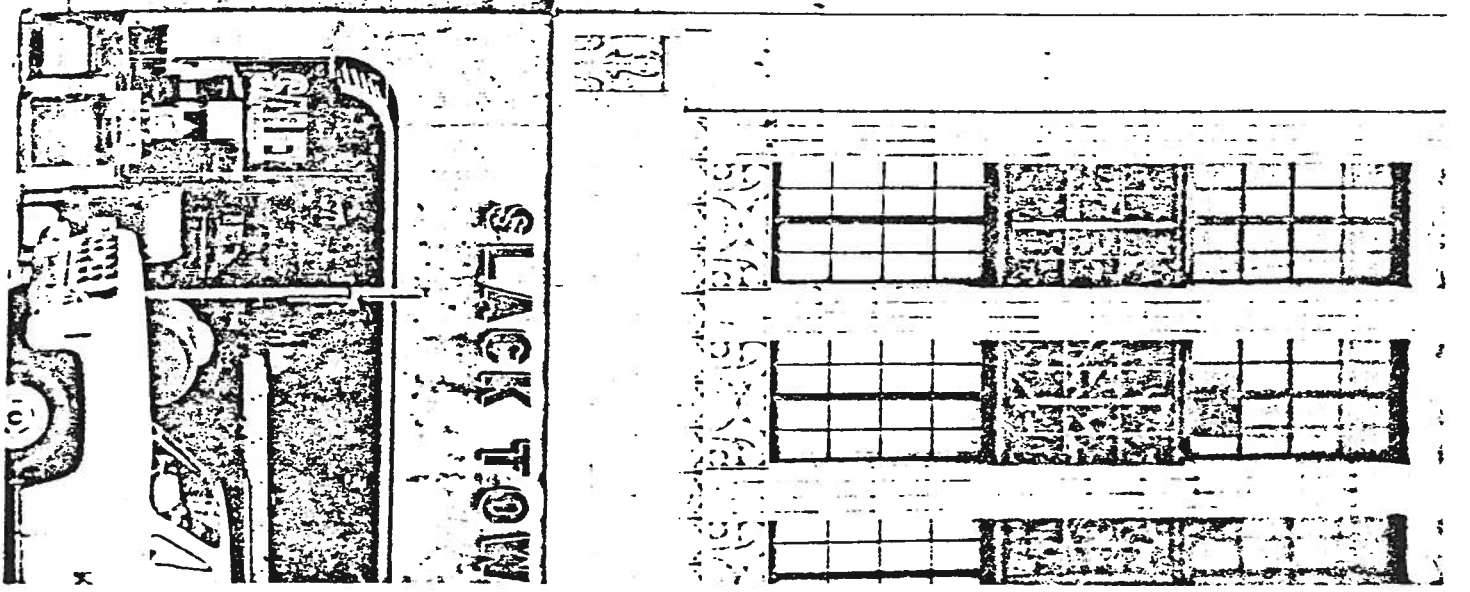
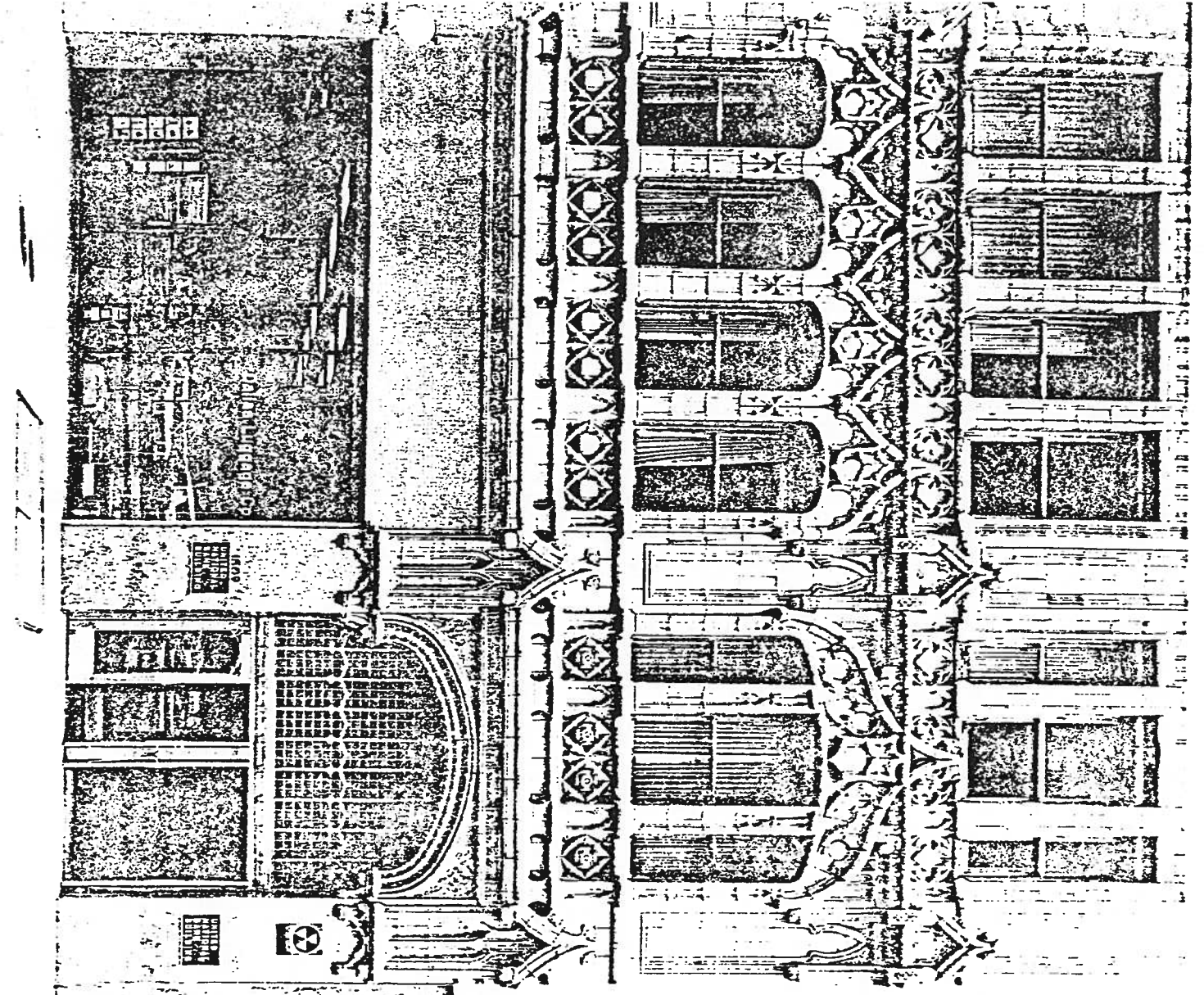
Attest: _____ date _____

Chief of Registration



THE
HOTEL
MAY
1900



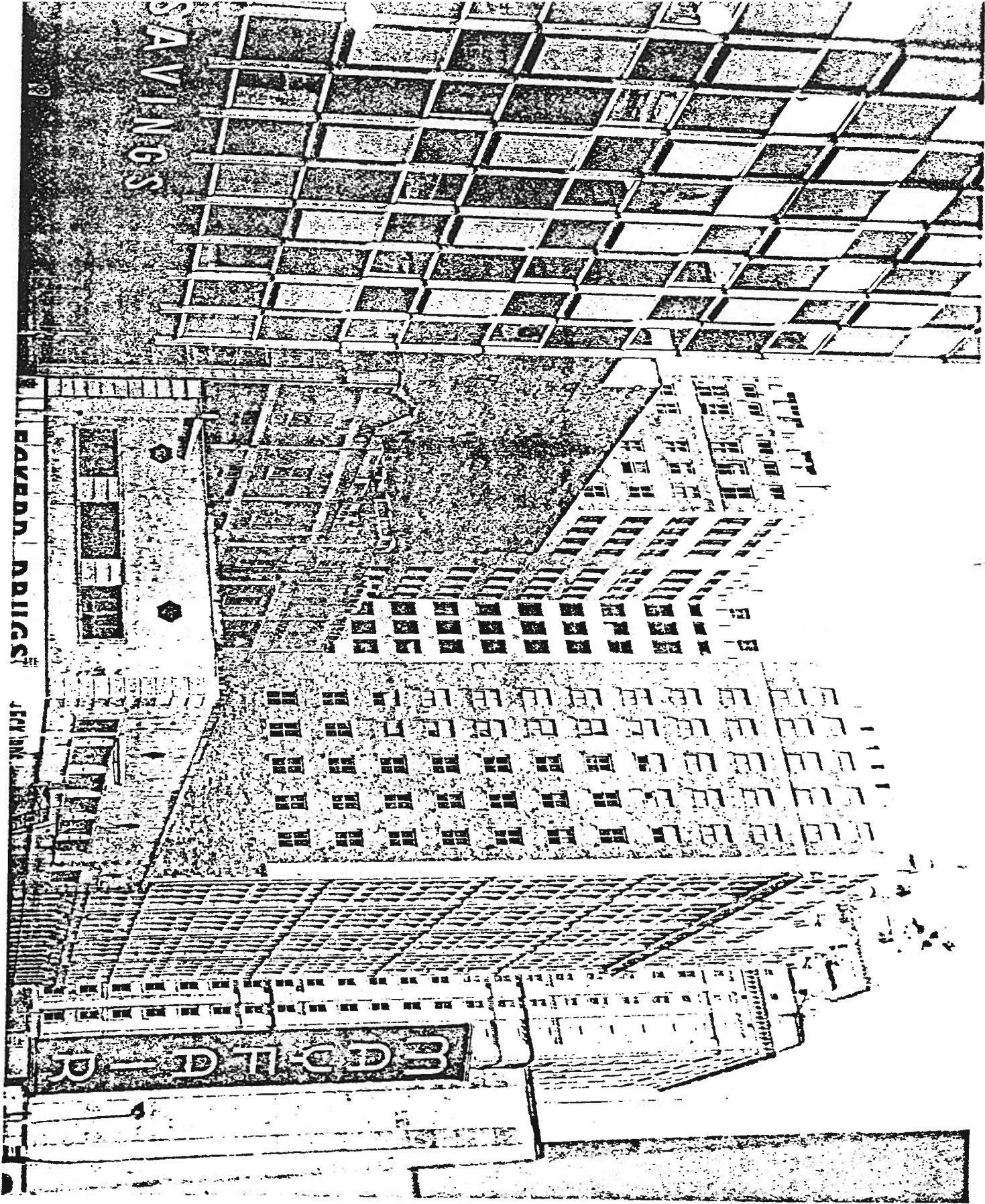


SAVINGS

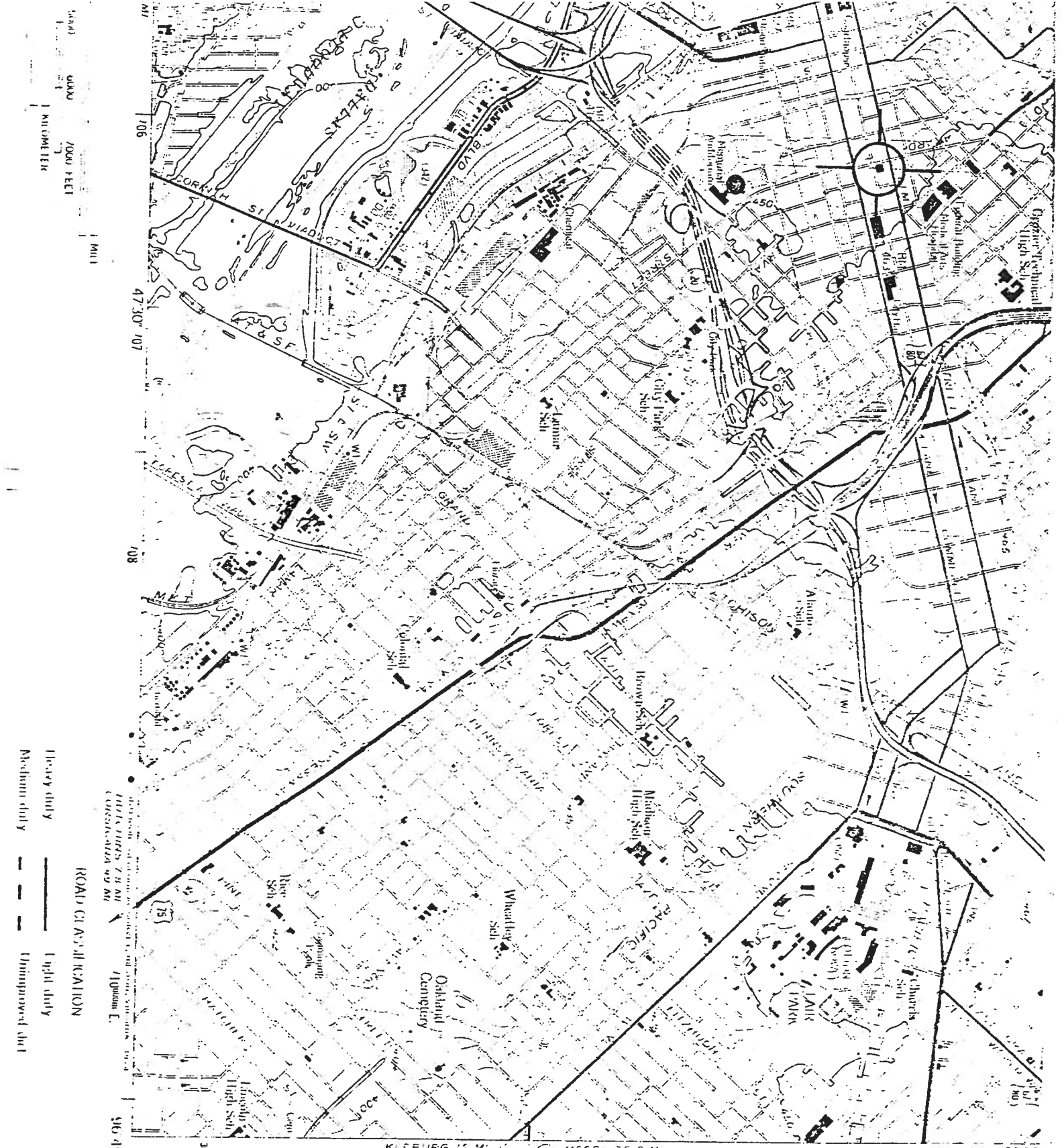
BEKEDD DRIGS

SEYIN

U-D-T-C-D-B







BUSCH BUILDING
 1501-1509 MAIN STREET
 DALLAS, DALLAS CO., TEXAS
 UTM REFERENCE:
 14/706140/3628900

THE TEXAS
 ROAD & AVIATION
 1000 N. GILBERT ST.
 DALLAS, TEXAS 75217