

**Dallas Landmark Commission  
Landmark Nomination Form**

**1. Name**

historic: Mallory Drug store      Date 5/5/98  
and/ or common: B and B Bicycles

**2. Location**

addresses: 900-902 W. Jefferson  
location/ neighborhood: Jefferson Boulevard

block: 179/3238	lot: part of lot 11 and 12	land survey:	tract size: 4000 sq ft
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**3. Current Zoning**

current zoning: Planned Development District No. 316

**4. Classification**

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>	<u>    </u> museum
<u>    </u> district	<u>    </u> public	X occupied	<u>    </u> agricultural	<u>    </u> park
<u>    </u> building(s)	X private	<u>    </u> unoccupied	X commercial	<u>    </u> residence
X structure	<u>    </u> both	<u>    </u> work in progress	<u>    </u> educational	<u>    </u> religious
<u>    </u> site	<b>Public</b>	<b>Accessibility</b> <u>    </u> x	<u>    </u> entertainment	<u>    </u> scientific
<u>    </u> object	<b>Acquisition</b>	X yes: restricted	<u>    </u> government	X transportation
	<u>    </u> in progress	<u>    </u> yes: unrestricted	<u>    </u> industrial	<u>    </u> other, specify
	<u>    </u> being considered	no	<u>    </u> military	<u>    </u>

**5. Ownership**

current owner: Beth Ferrell Phone (214) 943-3662

## 6. Form Preparation

date: 5/5/98

name & title: , Jim Anderson, Preservation Planners, phone: (214) 670-4131

historical research: Designation Task Force

## 7. Representation on Existing Surveys

Alexander Survey (citywide)  local  state  national  National Register

H.P.L. Survey (CBD)  A  B  C  D  Recorded TX Hist Ldmk

Oak Cliff   TX Archaeological Ldmk

Victorian Survey

Dallas Historic Resources Survey, Phase X high  medium  low

*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

## 8. Historic Ownership

original owner: J.S. Mallory

significant later owner(s):

## 9. Construction Dates

original: 1912-13

alterations/additions:

## 10. Architect

original construction: unknown

alterations/additions:

## 11. Site Features

natural: no topography

urban design: Early 20th century retail street

## 12. Physical Description

Condition, check one:

excellent

good

fair

deteriorated

ruins

unexposed

unaltered

altered

Check one:

original site

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 of pertinent materials used and style(s) of architectural detailing, embellishments and site details.*

This one-storey tan brick commercial storefront row building is located on a corner. The structure is characterized by a flat tile mansard roof pierced by three pedimented store entry bays, one on each Jefferson and South Tyler elevations as well as the primary entry on the clipped corner. The storefront window frames are currently aluminum with plate glass, but were probably originally wood. The original transom windows have been uncovered and restored along with the fan light in the clipped corner.

This structure is a good example of the neighborhood retail shops that dotted the interurban street car lines providing convenient services to the street car riders.

## 13. Historical Significance

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

Oak Cliff began to develop in 1887, when Thomas Marsalis and John Armstrong purchased 2,000 acres of property and renaming Hord's Ridge for the large oak trees in the area. To provide transportation from the City of Dallas to the City of Oak Cliff, Marsalis developed the first reliable transit service across the Trinity River. The right-of-way of that transit line was Jefferson Boulevard along which the steam train ran; then the electric street cars and the Inter Urban which ran to Fort Worth, and finally automobiles and buses.

The City of Oak Cliff was annexed into Dallas in 1903. In the succeeding years from 1910 to 1935, West Jefferson Boulevard, originally platted for residential development, became the commercial, financial and social heart of Oak Cliff. Businessmen saw West Jefferson as an opportunity to locate along this busy transit line, providing professional services, retail goods, and other services to the surrounding neighborhoods which were developing during this time: Winnetka Heights, Miller-Stemmons, King's Highway, Ruthmede, Kessler Park, Lake Cliff and Trinity Heights. West Jefferson Boulevard developed as the Central Business District or Downtown for Oak Cliff. It was easily accessible to all the surrounding neighborhoods listed above because of the street car lines which ran down West Jefferson and turned north on Tyler branching east and west; south on Tyler into Ruthmede; south on Zang and continuing along West Jefferson to the Boundary district and linking to the Inter Urban to Fort Worth.

Dallas, during this time, became a bi-nodal city; a city with two central areas, one represented by Downtown Dallas and one represented by West Jefferson. Another period of growth along West Jefferson occurred during the years after World War II and continued into the early 1950's further confirming its position as the downtown for Oak Cliff. Several large retailers built new buildings along West Jefferson, Sears and the first suburban Kress in Dallas, and other property owners refaced their 1920's buildings to accommodate the tastes of the prosperous post war consumer. This idea of a bi-nodal city, or at least the importance of West Jefferson as a substantial commercial center, was often acknowledged in the Dallas newspapers, articles in 1933, 1948, and 1965, describe this area as second only to Downtown Dallas in size and sales tax generation.

It is believed that no other city in Texas had this type of development of a "city within a city" and two downtown commercial districts. West Jefferson continues to be the downtown of Oak Cliff expressing the cohesive yet culturally diverse community which it serves. (Niederauer and Singleton, Jefferson Boulevard Report)

Jefferson Boulevard was originally platted as the right-of-way for the major thoroughfare through Oak Cliff, first for the steam line, then the street car and Inter Urban, and finally the automobile. West Jefferson, although platted for residential development, became the center for commercial activity in Oak Cliff. The surrounding streets of Sunset, Center, and Twelfth developed as suburban residential streets for the working and middle class. The architectural styles in the West Jefferson Historic District reflect the urban commercial forms prevalent from 1910 to 1950. The majority of the commercial growth in this area occurred between 1920 and 1940. Because this was not a planned shopping center such as Highland Park Village, the individual property owners constructed their commercial buildings as they would their homes, in styles they personally liked. This resulted in the construction of a variety of commercial styles. Many of these smaller scale commercial buildings are stylistically unique. West Jefferson contains a variety of urban commercial styles of which there is no other comparable collection in Dallas. Although many of the buildings have been altered, as noted above, several of these alterations occurred in the post War years. These alterations and the other later alterations that have occurred are mainly to the first floor retail area, exchanging weed fronts for aluminum and covering over transom windows. Architectural analysis indicates that these buildings can be restored with minimal work and guidance.

West Jefferson Boulevard commercial development originally occurred at two nodes: between Beckley and Zang and between Polk and Tyler. The architecture in these areas reflect early commercial styles from 1910 to 1925.

More common along West Jefferson is the one story commercial building which houses several retail spaces. One particular style of this genre is a tan brick one story with a mansard type roof and a pedimented entry and, usually, a corner entry with an arch and fan light. Transom windows are above the large single pane display windows. This style can be seen in four retail segments along West Jefferson:

In the period from 1925 to 1935, West Jefferson Boulevard saw a great deal of commercial growth. Despite the Depression, this is the period during which most of the growth occurred on West Jefferson. Such buildings as the Texas Theatre and several other commercial buildings were constructed between 1925 and 1935. (Niederauer and Singleton, Jefferson Boulevard Report)

## 14. Bibliography

Dallas Sandborn fire insurance maps, microfilm archives

Niederauer, Tom and Singleton, Kate. Jefferson Boulevard Study. 1990

Dallas City Directories, microfilm archives

## 15. Attachments

District of Site Map  
 Site Plan

Additional descriptive material  
 Footnotes

**Designation Merit**

- |   |                      |  |                      |
|---|----------------------|--|----------------------|
| <p><i>Character, interest or value as part of the development, heritage or cultural characteristics of the City of Dallas, State of Texas or the United States.</i></p> | <p><u>  X  </u></p>  | <p><i>H. Embodiment of elements of architectural design, detail, material or craftsmanship which represent a significant architectural innovation.</i></p>                               | <p><u>      </u></p> |
| <p><i>Location as the site of a significant historical event.</i></p>   | <p><u>      </u></p> | <p><i>I. Relationship to other distinctive buildings, sites or areas which are eligible for preservation according to a plan based on historic, cultural or architectural motif.</i></p> | <p><u>  X  </u></p>  |
| <p><i>Identification with a person or persons who significantly contributed to the culture and development of the city.</i></p>   | <p><u>      </u></p> | <p><i>J. Unique location of singular physical characteristics representing an established and familiar feature of a neighborhood, community or the city.</i></p>                         | <p><u>  X  </u></p>  |
| <p><i>Exemplification of the cultural, economic, social or historical heritage of the city.</i></p>   | <p><u>      </u></p> | <p><i>K. Archaeological value in that it has produced or can be expected to produce data affecting theories or historic or prehistoric value.</i></p>                                    | <p><u>      </u></p> |
| <p><i>Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style.</i></p>                                | <p><u>      </u></p> | <p><i>L. Value as an aspect of community sentiment of public pride.</i></p>  | <p><u>      </u></p> |
| <p><i>Embodiment of distinguishing characteristics of an architectural style or specimen.</i></p>   | <p><u>      </u></p> |  | <p><u>      </u></p> |
| <p><i>Identification as the work of an architect or master builder whose individual work has influenced the development of the city.</i></p>                            | <p><u>      </u></p> |  | <p><u>      </u></p> |

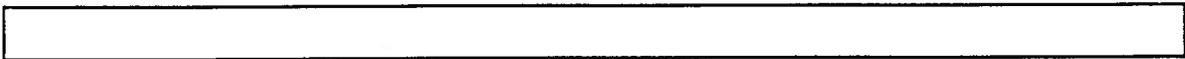


Exhibit A  
PRESERVATION CRITERIA  
Mallory Drug Store/B & B Bicycle  
900-02 W. Jefferson Boulevard

1. GENERAL

- 1.1 All demolition, maintenance, new construction, public works, renovations, repairs, and site work in this district must comply with these preservation criteria.
- 1.2 Any alterations to property within this district must comply with the regulations contained in CHAPTER 51A, "PART II OF THE DALLAS DEVELOPMENT CODE" of the Dallas City Code, as amended. In the event of a conflict, these preservation criteria control.
- 1.3 A person may not alter a historic district site, or any portion of the exterior of a structure on the site, or place, construct, maintain, expand, remove, or demolish any structure in the historic district without first obtaining a certificate of appropriateness in accordance with Section 51A-4.501 of the Dallas Development Code, as amended, and the provisions of this ordinance. A person who violates this provision is guilty of a separate offense for each day or portion of a day during which the violation is continued, from the first day the unlawful act was committed until either a certificate of appropriateness is obtained or the property is restored to the condition it was in immediately prior to the violation.
- 1.4 The certificate of appropriateness review procedure outlined in Section 51A-4.501 of the Dallas Development Code, as amended, applies to this district.
- 1.5 Preservation and restoration materials and methods used must comply with the Preservation Briefs published by the United States Department of the Interior, copies of which are available at the Dallas Public Library.
- 1.6 The Landmark Commission may approve a certificate of appropriateness for work that does not strictly comply with these preservation criteria upon a finding that:
  - a. the proposed work is historically accurate and is consistent with the spirit and intent of these preservation criteria; and
  - b. the proposed work will not adversely affect the historic character of the property or the integrity of the historic district.

## 2. DEFINITIONS

- 2.1 Unless defined below, the definitions contained in CHAPTER 51A "PART II OF THE DALLAS DEVELOPMENT CODE" of the Dallas City Code, as amended, apply.
- 2.2 APPROPRIATE means typical of the historic architectural style, compatible with the character of the historic district, and consistent with these preservation criteria.
- 2.3 CERTIFICATE OF APPROPRIATENESS means a certificate required by Section 51A-4.501 of the Dallas Development Code, as amended, and these preservation criteria.
- 2.4 DISTRICT means Historic Overlay District No. \_\_\_\_\_, the Mallory Drug Store Historic Overlay District. This district contains the property described in Section 1 of this ordinance.
- 2.5 ERECT means to attach, build, draw, fasten, fix, hang, maintain, paint, place, suspend, or otherwise construct.
- 2.6 FENCE means a structure or hedgerow that provides a physical barrier, including a fence gate.
- 2.7 MAIN BUILDING means the Mallory Drug Store/B & B Bicycles building, as shown in Exhibit B.
- 2.8 NO-BUILD ZONE means that part of the district in which no new construction may take place.
- 2.9 PROTECTED means an architectural or landscaping feature that must be retained and maintain its historic appearance, as near as practical, in all aspects.
- 2.10 REAL ESTATE SIGN means a sign that advertises the sale or lease of an interest in real property.

## 3. BUILDING SITE AND LANDSCAPING

- 3.1 New construction is prohibited in the no-build zone shown on Exhibit B.
- 3.2 The main building is protected.
- 3.3 New driveways, sidewalks, steps, and walkways must be constructed of brush finish concrete, stone, or other appropriate material. Artificial grass, artificially-colored concrete, asphalt, exposed aggregate, and outdoor carpet are not permitted.
- 3.4 Outdoor lighting must be appropriate and enhance the structure.

- 3.5 Landscaping must be appropriate, enhance the structure and surroundings, and not obscure significant views of protected facades.
- 3.6 It is recommended that landscaping reflect the historic landscape design.
- 3.7 Existing trees are protected, except that unhealthy or damaged trees may be removed.
- 3.8 Any new mechanical equipment must be erected in the rear yard or on the roof and must be screened or not seen from the street.
- 3.9 Fences are not permitted in the front yard.
- 3.10 Fences may not exceed 9 feet in height.
- 3.11 Fences must be constructed of brick, cast stone, iron, stone, wood, a combination of these materials, or other appropriate materials.

#### 4. FACADES

- 4.1 Protected facades.
  - a. The facades shown on Exhibit B are protected.
  - b. Reconstruction, renovation, repair or maintenance of protected facades must be appropriate and must employ materials similar to the historic materials in texture, color, pattern, grain, and module size.
  - c. Historic solid-to-void ratios of protected facades must be maintained.
  - d. Brick added to protected facades must match in color, texture, module size, bond pattern, and mortar color.
  - e. Brick, cast stone and concrete elements on protected facades may not be painted, except that portions of the structure that had been painted prior to the effective date of this ordinance may remain painted.
- 4.2 Nonprotected facades.
  - a. Reconstruction, renovation, repair, or maintenance of nonprotected facades must be compatible with protected features.
- 4.3 Brick, trim, and detailing must be restored wherever practical.
- 4.4 All exposed wood must be painted, stained, or otherwise preserved.
- 4.5 Historic materials must be repaired if possible; they may be replaced only when necessary.

- 4.6 Paint must be removed in accordance with the Department of Interior standards prior to refinishing.
- 4.7 Resurfacing with vinyl or aluminum siding or stucco is not permitted.
- 4.8 Historic color must be maintained wherever practical. Color schemes for non-masonry elements should conform to any available documentation as to historic color.
- 4.9 Exposing and restoring historic finish materials is recommended.
- 4.10 Cleaning of the exterior of a structure must be in accordance with Department of Interior standards. Sandblasting and other mechanical abrasive cleaning processes are not permitted.

## 5. FENESTRATION AND OPENINGS

- 5.1 Historic doors and windows must remain intact except when replacement is necessary due to damage or deterioration.
- 5.2 Replacement of doors and windows which have been altered and no longer match the historic appearance is recommended.
- 5.3 Replacement doors and windows must express muntin and mullion size, light configuration, profile and material to match the historic.
- 5.4 Storm doors and windows are permitted if they are appropriate and match the existing doors and windows in profile, width, height, proportion, glazing material, and color.
- 5.5 Decorative ironwork and burglar bars are not permitted over doors or windows of protected facades. Interior mounted burglar bars are permitted if appropriate.
- 5.6 Glass and glazing must match historic materials as much as practical. Films and tinted or reflective glazings are not permitted on glass.
- 5.7 New door and window openings in protected facades are permitted only where there is evidence that historic openings have been filled or the safety of life is threatened.
- 5.8 The Secretary of the Interior's Standards for Rehabilitation should be referred to for acceptable techniques to improve the energy efficiency of historic fenestration.

## 6. ROOFS

- 6.1 The historic slope, massing, configuration, and materials of the roof must be preserved and maintained.

- 6.2 The following roofing materials are allowed: clay tiles, synthetic clay tile, concrete tiles, and terra-cotta tiles. Built-up, metal, and single-ply membrane roofs are permitted on flat roof areas.
- 6.3 Historic eaves, coping, cornices, dormers, parapets, and roof trim must be retained, and should be repaired with material matching in size, finish, module and color.
- 6.4 Mechanical equipment, skylights, and solar panels on the roof must be set back or screened so that they are not visible to a person standing at ground level on the opposite side of any adjacent right-of-way.

## 7. EMBELLISHMENTS AND DETAILING

- 7.1 The following architectural elements are considered important features and are protected:
  - a. tile roofs;
  - b. original transom and arched windows; and
  - c. original exterior brick.

## 8. NEW CONSTRUCTION AND ADDITIONS

- 8.1 New construction is not permitted on protected facades.
- 8.2 The color, details, form, materials and general exterior appearance of new construction must be compatible with the existing historic structure.
- 8.3. New construction must have appropriate color, detailing, fenestration, massing, materials, roof form, shape, and solids-to-voids ratios.
- 8.4. The height of new construction must not exceed the height of the historic structure.
- 8.5. No new vertical additions are permitted on protected structures.
- 8.6 Aluminum, stucco and vinyl cladding are not permitted.
- 8.7. The setback of new construction must conform to the setback of adjacent historic structures.

8.8 New construction must be designed so that connections between new construction and the historic structure are clearly discernible as suggested by the Secretary of the Interior in Preservation Brief No. 14. A clear definition of the transition between new construction and the historic structure must be established and maintained. Historic details in the coping, eaves and parapet must be preserved and maintained where abutting new construction.

9. **SIGNS**

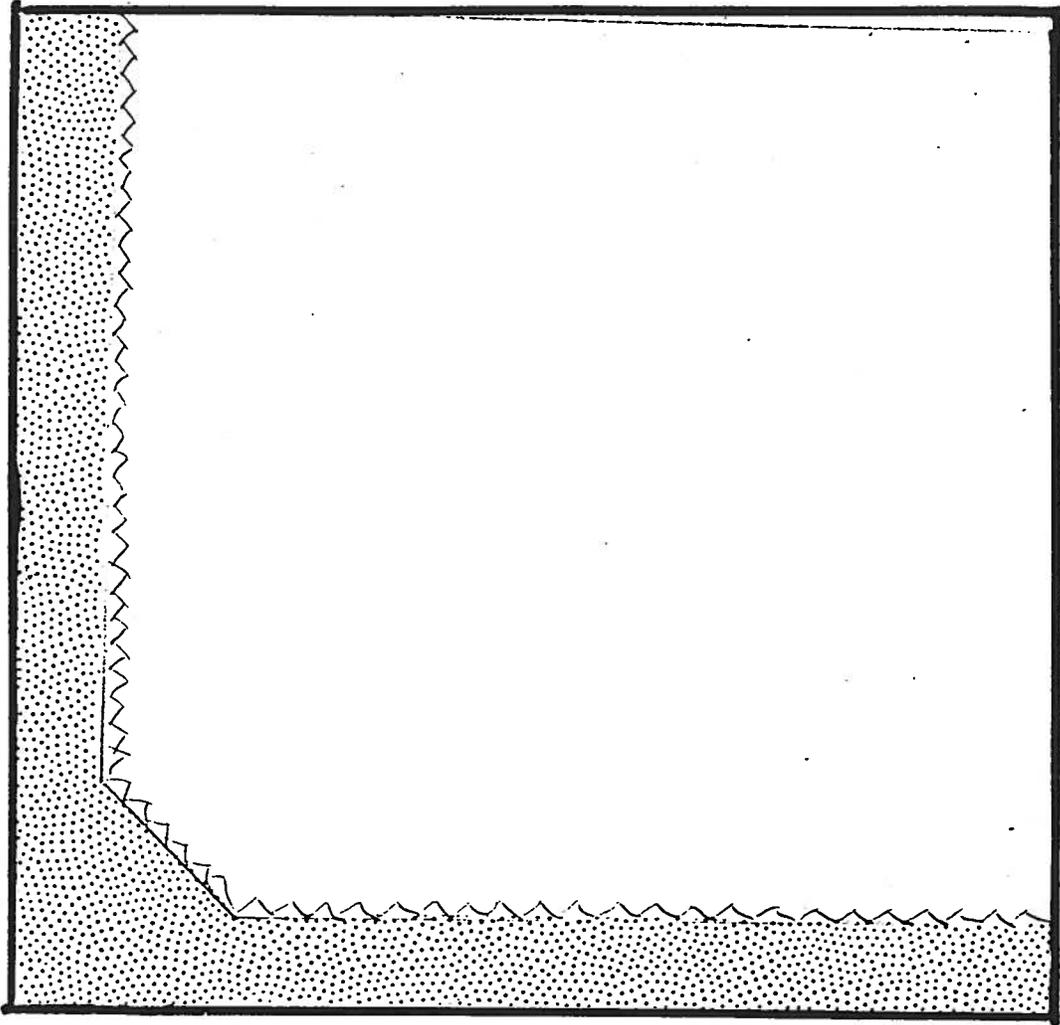
9.1 Temporary political campaign signs as defined in Chapter 15A of the Dallas City Code, as amended, and real estate signs may be erected without a certificate of appropriateness.

9.2 Signs may be erected if appropriate.

9.3 All signs must comply with the provisions of the Dallas City Code, as amended.

# MALLORY DRUG STORE / B&B BICYCLE

SOUTH  
TYLER



WEST JEFFERSON BLVD.

NO BUILD ZONE



PROTECTED FACADE



AREA OF DESIGNATION



4n

EXHIBIT B