

(Oct. 1990)

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

1. NAME OF PROPERTY

HISTORIC NAME: Gulf Oil Distribution Facility
OTHER NAME/SITE NUMBER: Hickory Street Annex

2. LOCATION

STREET & NUMBER: 501 Second Avenue
CITY OR TOWN: Dallas **VICINITY:** N/A
STATE: Texas **CODE:** TX **COUNTY:** Dallas **CODE:** 113 **NOT FOR PUBLICATION:** N/A
ZIP CODE: 75226

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant (nationally) (statewide) (locally). (See continuation sheet for additional comments.)

Signature of certifying official _____

Date _____

State Historic Preservation Officer, Texas Historical Commission
State or Federal agency and bureau _____

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official _____

Date _____

State or Federal agency and bureau _____

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

Signature of the Keeper

Date of Action

entered in the National Register

See continuation sheet.

determined eligible for the National Register

See continuation sheet

determined not eligible for the National Register

removed from the National Register

other (explain): _____

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: District

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	6	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	6	0 TOTAL

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING: N/A

6. FUNCTION OR USE

HISTORIC FUNCTIONS: INDUSTRY: industrial storage

CURRENT FUNCTIONS: COMMERCE/TRADE: business

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: Late 19th and Early 20th Century American Movements:
Commercial Style

MATERIALS: FOUNDATION: CONCRETE
WALLS: BRICK, CONCRETE
ROOF: ASPHALT
OTHER

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-10).

8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUES, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

CRITERIA CONSIDERATIONS: N/A

AREAS OF SIGNIFICANCE: Industry

PERIOD OF SIGNIFICANCE: 1921-1958

SIGNIFICANT DATES: 1921

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: unknown

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-11 through 8-#).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheets 9-# through 9-).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

- 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:

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre

UTM REFERENCES	<u>Zone</u>	<u>Easting</u>	<u>Northing</u>
	14	708591	3629308

VERBAL BOUNDARY DESCRIPTION: The Hickory Street Annex is bounded by South 2nd Avenue to the northeast, Hickory Street to the northwest, a DART (Dallas Area Rapid Transit) train repair station to the southeast and Trunk Avenue to the southwest.

BOUNDARY JUSTIFICATION: Nomination includes all property historical associated with the district.

11. FORM PREPARED BY

NAME/TITLE: Devlin Shelton, Jay Firsching, Emily Smith

ORGANIZATION: ARCHITEXAS **DATE:** 10-23-08

STREET & NUMBER: 1907 Marilla **TELEPHONE:** 214-748-4561

CITY OR TOWN: Dallas **STATE:** Texas **ZIP CODE:** 75201

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS (see continuation sheet Map-#)

PHOTOGRAPHS (see continuation sheet Photo-#)

ADDITIONAL ITEMS (see continuation sheets Figure- through Figure-)

PROPERTY OWNER

NAME: Gary Kaelson

STREET & NUMBER: 501 Second Ave, Suite B-200 **TELEPHONE:** 214-828-1414

CITY OR TOWN: Dallas **STATE:** Texas **ZIP CODE:** 75226

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Gulf Oil Distribution Facility
Dallas, Dallas County, Texas

NARRATIVE DESCRIPTION

The Gulf Oil Company Distribution Facility in Dallas was constructed in 1921, and is comprised of six brick buildings arranged around a central yard. The buildings were historically identified by a numbering system that is still visible on some of the structures. The current identification system identifies the buildings by letters A through E beginning at the northeastern-most building and proceeding clockwise around the central yard. Building A is actually two buildings, which accounts for the fact that the 6-buildings are only represented by five letters in this nomination. A seventh building, visible in the 1951 Sanborn map at the southwest corner of the site is now gone.

The Gulf Oil Company Distribution Facility complex bears similarities to the locally and nationally-designated Magnolia Petroleum Company City Sales and Warehouse complex adjacent to Pike Park in Dallas. The Hickory Street Annex is located along the Texas & New Orleans Railroad with the Gulf Railroad tracks to the west, and the Colorado & Santa Fe Railroad tracks to the south. The complex served as a sales center and warehouse for the regional distribution of Gulf Oil products. As at the Magnolia complex, oil and gas was pumped from rail cars using pumps (housed in Building E) and into an array of storage tanks (now gone) on the northwest portion of the site. Oil and gas was then pumped into trucks or barrels for distribution. Barrels were maintained and filled in the Cooper's shop housed in Building F. Sanborn Maps indicate Building E housed a central boiler, though other sources label this as a second pump facility. The remaining buildings within the complex were utilized for the various operations of the distribution center.

The complex consists of relatively simple industrial style buildings of brick and concrete with steel windows. The use of red brick as the primary building material, and stepped parapets with curved central sections adds style and interest to the buildings' design. Besides the removal of one small building and the array of oil storage tanks, there are a few apparent exterior changes.

Building A (North and South)

The two buildings currently identified as Building A are located on the eastern portion of the site and were utilized primarily as vehicle garage and repair shops; however, the northernmost building also included storage facilities and a print shop.

Building A-N is the northern of the two buildings. It is constructed with a slab-on grade foundation and an exposed reinforced concrete frame. The concrete frame is clearly articulated on the exterior of the building as regularly spaced columns supporting a continuous beam that is near the top of the first floor wall. The east and west facades feature nine columns each, creating eight bays. The north and south facades feature four columns that form three bays. The concrete structure projects slightly from the main face of the wall. The wall consists of red-brick infilled between the columns, topped by a tall, stepped parapet. The brick is laid in a common bond pattern with sixth course headers. The parapets are symmetrical on each facade and feature terra cotta coping caps. The top row of brick at the parapet, which is laid in a header pattern, steps slightly out from the building. The building has a brick chimney near the center of the west facade.

On the east and west facades, the steps in the parapets align with the columns. The corner-bay parapets are high and, moving toward the center of the facade, step down slightly at the next bay, and then back up an equal amount at the third. The parapet steps up again forming a larger raised central section with a gentle arch that bridges the two central bays.

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On the north and south facades, the parapet heights at the corner bays match those on the east and west facades. However, rather than aligning with the column lines, the parapet is broken into five sections with the central and highest part of the parapet again featuring a gentle arch. On either side of the arch, the parapet steps down in two sections.

Fenestration patterns vary, but typical windows are steel with regular lights that are 10 inches wide by 14 inches tall. Typical windows are 4 lights high. Because window lights are consistent in size, the window widths are varied based on the number of lights across each unit. Most windows feature an operable central awning sash two lights high and widths that conform to the windows in which they are placed. The window heads abut the bottom of the concrete structural beam. The windows also feature projecting sills of brick laid in a header pattern. This projecting sill extends beyond the window openings, intersecting with the concrete beams and forming a modified stringcourse.

The east facade of Building A's north building was modified at some point in the past. Stucco was apparently applied over the red brick and concrete to give the structure an Art Deco appearance. This facade features seven pairs of windows (a pair in each bay), with a single door placed in the second bay at the northeast corner. The windows are steel with 12 lights (3 lights wide by 4 lights high). The door is accentuated with a stuccoed, stepped door surround that is Art Deco in style. Three steps lead up to the door and are flanked by wide and low wing walls.

The north facade of Building A-N is very similar to the east facade and has also been stuccoed. Each of the three bays feature two windows but the fenestration pattern varies. The first bay in the northeast corner of the building contains two metal windows that contain 20 lights (five lights across by four lights high). The center bay contains one 20-light window and one 12-light window (as seen on the east facade). The third bay at the northwest corner of the building contains one eight-light window (two lights wide by four lights tall) and one six light window (three lights wide by two lights tall). The fixed, six-light window head abuts the concrete beam and sits upon a projecting sill, mostly likely of brick laid in a header pattern.

The west facade of Building A's north building is considered more of the "service" area of the building as it does not face the street. This facade has not been stuccoed and the building's original red brick and concrete frame can be seen. Like the east facade, this facade is also divided into eight bays. The facade features a non-original but compatible corrugated metal awning the full length of the building that is supported by steel cantilevered trusses that are attached to the concrete piers. The fenestration pattern for each bay differs. The first bay at the north end of the building features one four light window (two lights wide by two lights tall) in the center of the bay. The second bay contains a door with a transom at the right side of the bay. A newer overhead door takes up the entire third bay. The fourth bay has one 12 light window (three lights wide by four lights tall) on the left side of the bay and a door with a transom on the right side of the bay. The fifth and sixth bays each contains one 20 light windows (five lights wide by four lights tall). The seventh bay is infilled with brick and has no penetrations. The eighth bay has two, four light windows (two lights wide by two lights tall) with textured glass.

The south facade of Building A-N is broken into three bays. The first bay in the southwest corner features one four light window (two lights wide by two lights tall) with textured glass, near the center of the bay. The second bay contains one eight light window (two lights wide by four lights high) on the left side of the bay and a metal door on the right side of the bay. The bay originally featured two windows; however, the right window opening was partially infilled, and the opening extended to accommodate a new door. The third bay at the southeast corner of the building holds two 12 light windows (three lights wide by four lights high). (confirm number of lights in each window)

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Building A-S is the southern of Building A's two structures. The two Building A's are linked by a corrugated metal covering between the buildings, as well as by the awning on the west façade which stretches to the end of the 12th bay of Building A-S. A metal gate has been placed between the buildings on the east façade.

Building A-S is extremely similar to Building A-N. It also has a slab-on grade foundation and exposed reinforced concrete framing, as well as the red-brick walls laid in a common bond with sixth course headers. The parapets are also stepped on each façade and feature terra cotta coping caps with the top row of brick at the parapet being laid in a header pattern and stepping slightly out from the building. However, Building A-S is longer, featuring 16 columns on the east, creating 15 bays. The north facade features four columns that form three bays. The west façade also features 15 bays, but the southern most three bays are stepped back approximately ½ the width of the building. Due to the building's decrease in width, the south façade is broken into two different planes. The western half of the façade that is perpendicular to the 12th bay of the west façade is broken into two bays. The eastern half of the façade that is perpendicular to the 15th bay of the east façade, features three columns that also divide the façade into two bays.

The parapet on the east façade is somewhat asymmetrical. The first eight bays, starting at the north corner of the building, are topped with the same parapet pattern as the east façade of Building A-N with the steps in the parapets aligning with the columns. As with the north building, the first and eighth bay parapets are high and, moving inward, step down slightly at the next bay, and then back up an equal amount. The parapet steps up again forming a larger raised central section with a gentle arch that bridges bay four and five. The seven southern most bays of Building A-S feature similar stepped patterns, but the steps do not align with the columns and are not symmetrical. The ninth bay from the north begins higher and is inline with the height of the eighth bay, and then steps down. It steps up to a slight arch that is centered on the beam between the 10th and 11th bay and then once again steps down. The parapet steps up once again and extends over most of the 12th and 13th bays. At this point the parapet steps down for a short distance, and then once again steps up to a slight arch, steps down again and then steps up near the southeast corner of the building. In summary, the pattern of "up-down-arch-down-up" is found over the ninth through 12th bays (4 bays) and is then once again repeated, but in a condensed form, over the 13th through 15th bays (3 bays).

The fenestration pattern of the east façade is very regular with two windows per bay. The windows are the same 12 light windows seen on the east façade of Building A-N. A majority of this façade has been painted, but areas of red brick and concrete framing are still visible.

The north façade of Building A-S features four columns and is broken into three bays. The first bay, which is the most northeastern bay, holds two, 16 light windows (four lights wide by four lights high). The center bay features a metal door with a transom on the left side of the bay and a 16 light window on the right side of the bay. The bay originally held two windows, but the left window opening was modified to accommodate the door opening. The third and northwest bay features two 20 light windows (five lights wide by four lights high).

Like Building A-N, the west façade is the service entry and is covered by the continuous metal awning. The parapet pattern on this façade matches the same pattern of the east façade. Where the building is reduced in width and steps back, the parapet still mirrors the same pattern as the last three bays of the east façade, although it is shorter and intersects the south façade at a lower point. Almost all of the bays on this façade have been infilled at some point with contemporary doors, windows and brick. These bays appear to have been used as truck bays and were most likely filled with industrial overhead doors. The concrete columns still retain vertical steel rails that are mounted the corners of the columns as

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protection from trucks and equipment. One bay, the seventh from the north, still retains an overhead door commonly manufactured from the 1930s to the 1950s.

The south façade of Building A-S is divided into two portions. The west half of the façade is divided into two bays. The west bay features a 20 light window (five lights wide by four lights high) and the east bay features a 16 light window. The parapet above this half of the façade is similar to the other facades. The west corner bay aligns with the parapet of the west façade and steps up twice in even sections, to a flat center section, which is the highest point of the parapet. The parapet then repeats the same pattern, stepping down. However, the parapet over the last three bays of the west façade intersects the façade at a lower point causing the parapet of the western portion of the façade to "disappear" behind the remaining west parapet. The parapet above the eastern portion of the façade is broken into five even portions. The corners of the parapet are in alignment with the corners of the east and west facades and from there step up, and then once again step up to one central section of the parapet that is slightly arched. The east bay of this façade features a 20 light window (five lights wide by four lights tall) and the west bay features a 16 light window (four lights wide by four lights tall).

Building B, the largest single structure of the complex is two stories tall with a basement and a central elevator. It is located on the southwest corner of the complex. It served as the primary warehouse and also housed offices. Building B is similar in several ways to Building A. It also has exposed reinforced concrete framing dividing the building into bays and a continuous beam denotes the ceiling of the each floor. The walls are composed of the same redbrick walls laid in a common bond with sixth course headers. The parapets are stepped on each façade and feature terra cotta coping caps with the top row of brick at the parapet being laid in a header pattern and stepping slightly out from the building. Industrial steel windows can also be found in Building B, however some portions of the second floor now features non-original enlarged industrial windows. This building features remnants of a Gulf Oil sign painted on the east and west facades above the second floor ceiling beam. The sign is comprised of Gulf Oil's trademark, the word "Gulf" written in a circle, which rests upon the words "Gulf Oil Corporation".

The parapet of the east and west façades are divided into seven sections. The center section, which is the highest portion of the parapet, is slightly arched and extends over half of the second and third bays. From the center section, the parapet steps down in three sections on each side over the next bay and a half. The north and south parapets are divided into seven sections with each step in the parapets aligning with the columns. The parapet heights at the corner bays match those on the east and west facades. The second section in from the corners, steps down, followed by the third section, which steps up. From the third section, the parapet steps up once again to form the slightly rounded center section.

The east façade of Building B has five columns creating four bays. Some of the concrete structure's reinforcing metal is exposed where the concrete is damaged. An exterior metal staircase has been placed on this façade and leads from the first floor's second bay (second from the north), to a platform at the first floor's third bay, and then up to a door located in the second floor's second bay. A corrugated metal and steel awning has been placed over a portion of the third and fourth bays. The fenestration pattern has been altered on the first floor, but it is mostly original and consistent on the second floor.

The first floor's first bay, which is located at the building's northeast corner, features two 16 light windows (four lights wide by four lights tall). The windows feature the typical operable central awning sash two lights high and extends the width of the window. The window heads abut the bottom of the first floor concrete structural beam and rest upon a projecting sills of brick laid in a header pattern that has been painted. The first floor's second bay has been modified to hold a single metal door and infilled with non-matching brick. The third bay has one 3/3 window (the most northern

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window) and one 2/1 window. The 3/3 window is set three brick rows below the concrete beam and has a brick sill 3 brick rows lower than the typical sill. The fourth bay (at the southeast corner of the building) features two 3/3 windows that are placed lower on the façade like the one found in the third bay. The first bay of the second floor features two, eight light windows (four lights wide by two lights high). The northern window of the second bay has been removed and the opening altered to house a metal door that leads from the staircase landing to the interior of the building. The third and fourth bays are identical to the first bay.

The north façade of Building B features nine columns dividing the façade into eight bays. The first floor bays now serve as the storefront and entrances for the current building occupants. The first bay, located at the northeast corner of the building, features a door with a two light transom (in the easternmost side of the bay) and a 16 light window matching the windows on the east façade. The door is accessible by metal stairs. The second bay has been modified to fit a large bay window and is located in the center of the third bay. The eastern most window of the fourth bay has been infilled with brick, but the second 16 light window still remains. The fifth bay, matching the second bay, has been infilled with a large plate glass window. The sixth bay matches the first bay. The door is also accessible by metal stairs. The 7th bay features a 16 light window which matches the east façade. All of the second floor bays have been infilled with newer industrial steel windows. Each bay features three 16 light windows (four lights wide by four lights high). The outer two windows are fixed in place and while the center window is comprised of two awning type sashes (eight lights per awning type window). This façade features a corrugated metal awning the full length of the building at the first floor that is supported by steel cantilevered trusses attached to the concrete piers. Like Building A, this awning is not original to the building.

The west façade of Building B has the same structural configuration as the east façade. It also features the same painted Gulf Oil Corporation sign. Areas of the corroding metal reinforcement can be seen where the concrete has been damaged or deteriorated. The bottom floor's first bay, which is in the northwest corner of the building, has only one 16 light window in the southern portion of the bay. Like the east façade, it rests upon a brick sill and its head abuts the first floor concrete ceiling beam. The first floor's second and third bays have been modified and infilled with a large metal storefront window. The fourth bay has a door with a transom in the northern portion of the bay and a 16 light window in the southern portion of the bay. Wooden steps lead to the door. The second floor bays are infilled with three 16 light windows and are identical to the north façade second floor bays. Building B's south façade matches the north façade structurally. All seven bays on the first floor feature one pair of 3/3 windows that are identical to the 3/3 windows on the east façade. Additionally, the seven bays on the second floor contain a pair of eight light windows identical to those on the east façade.

Building C is one of the smaller buildings located on the east side of the complex. It was originally used as the Cooper shop (a cooper is one who builds barrels). The walls are constructed from the same red brick as Building A and B, but it differs in construction as the walls are solid brick walls with no concrete frame. The brick walls sit upon a concrete slab and feature the same common bond brick pattern with sixth course headers. Like the other buildings, the parapets are stepped on each façade and feature terra cotta coping caps with the top row of brick at the parapet being laid in a header pattern and stepping slightly out from the building. The building also features industrial steel windows.

The parapet of the east and west facades are broken into five sections. The center section of the parapet is the highest portion of the parapet and is slightly curved. From the center section, the parapet steps down on either side. From these sections, the parapet steps up to the corners of the building. The north and south parapets are also broken into five sections following the same pattern as the east and west, but are more condensed. Like the east and west facades, the center section of the parapet is the highest portion and slightly curved. It is also the same width as the center section of the east/west

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parapet. Since the north and south façade are shorter, the remaining sections are much more condensed than seen on the east and west facades.

Building C's main façade is the east façade. It features a single door in the center of the façade that is accessible by a non-original metal staircase and topped by a non-original metal awning matching the awnings on Buildings A and B. The façade has been infilled to accommodate the single entry door. On either side of the entry are two 16 light windows matching those found on Building B.

The north façade of Building C has been slightly altered. An area near the center of the building that once housed a door has been infilled with brick that does not match the original masonry. A 16 light window matching those found on the east façade, is located on the east left side of the façade. The west façade's fenestration pattern is very regular and consists of three identical window openings with the middle window being located in the center of the façade. The windows are the same 16 light windows as seen on the other facades. The center window has been infilled with a temporary covering. The south façade features an original opening in the center of the façade that has been infilled with brick and a metal covering. Metal flashing inserted into a reglet, is located on the left 2/3's of the façade, and covers the original door opening. One 16 light window matching the others on the building, is located on the right side of the façade.

Building D is also located on the west side of the complex and it was originally used as a pump house. It is constructed exactly like Building C with the only differences being the fenestration patterns and its shorter length. Buildings D is not currently improved due to significant structural problems and is used for light storage.

The east façade is also the main façade and features a single door that is slightly right of center and flanked by a window on each side. The door is a metal sliding door and is topped by a small quarter-round metal awning that is regletted into a mortar joint. The windows on either side are the same 16 light windows found on Building C and B. The north façade of the Building D is covered with vine. The west façade only features one 16 light window at the southern end of the façade. The south façade features one 16 light window on the right side of the façade and a narrow double door on the left of the façade. The door and most of the window are topped by the same style metal awning that is found on the east façade.

Building E is also located on the west side of the complex and it was also originally used as a pump house. It is constructed exactly like Building C and D with the only differences being the fenestration patterns and its smaller size. The main façade, or east façade features a double metal door on the northern end of the façade and a single metal door at the southern end of the façade. A 16-light window is located near the single metal door on the southern half of the façade. The bottom of the single door is at grade, while the bottom of the double door is level with the foundation and accessible by a concrete step. The North façade has one 16 light window in the center of the façade. The South façade has one 16 light window in the center of the façade, like the north façade. The west façade has a pair of 16 light windows. One window mirrors the placement of the window on the east façade and the other mirrors the double door on the east façade.

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Gulf Oil Distribution Facility
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Statement of Significance

The 1921 Gulf Oil Distribution Facility is an early distribution complex built by Gulf Oil, a major contributor to the economic development of Dallas and the state of Texas. The complex is nominated under Criterion A in the area of Industry for its association with the growth of the oil industry in Dallas during the first two decades of the 20th century. The district retains six of the seven original buildings, arranged around a central yard. The complex served Gulf Oil until the late 1950s. From that time until the mid 1980s it was the home of the C. H. Collier Company, which specialized in the repair and maintenance of hydraulic forklifts. Since the mid-1980s the use of the property has shifted to a variety of uses including theater, office/business and special events venue.

Dallas and the Texas Oil Industry

The first economically significant discovery of oil in Texas took place in Navarro County near the city of Corsicana in 1894. With the Corsicana field, the potential for commercial oil production in Texas was well recognized. Early on, with major discoveries in southeast Texas such as Spindletop in 1901, the Houston-Beaumont-Port Arthur area was established as the main hub for the oil industry when service, supply and manufacturing companies located distribution facilities and plants in the area. In 1905, a taxation of oil production established the industry as an increasingly important source of public revenue. By the 1920s, oil exploration and production had reached into north and central Texas, and into the Panhandle and Permian Basin of west Texas. The oil and gas industry now offered alternative employment to Texas' sharecroppers.¹ The refining business remained strong and by 1929, over one-quarter of manufacturing employees in Harris County were employed in refineries.² Early oil discoveries in counties bordering Red River and Navarro counties spurred some oil exploration in northeast Texas; but these relatively minor plays were not significant enough to displace agricultural products as the leading industry in Dallas in the early years of the 20th-Century.

With the establishment of the Federal Reserve Bank in Dallas in 1914, the city became a significant banking center. In turn Dallas bankers were the first in the nation to lend money to oil companies using the underground oil reserves as collateral. This move made Dallas an important center for petroleum financing and exploration,³ but another major event would propel Dallas into a new era of big oil. Columbus M. "Dad" Joiner, working with geologist A.D. "Doc" Lloyd and a drilling crew headed by Ed C. Laster, capitalized on Dallas investment opportunities and worked tirelessly exploring for oil in Rusk County. On September 5th 1930 the team struck oil at the Daisy Bradford #3 well. It was the largest field ever discovered and, despite the Great Depression, spurred unprecedented growth in the regional oil economy.⁴

The Great Depression loosened labor costs, and the oil fields were flooded with workers, with the most experienced roughneck willing to take as little as \$5 per day. The oil itself was relatively easy to obtain with the east Texas soils being forgiving when compared to other parts of the state. The oil field was vast, the oil plentiful, and the cost of obtaining it

¹ *Handbook of Texas Online*, s.v. "," <http://www.tshaonline.org/handbook/online/articles/OO/doogz.html> (accessed September 18, 2008).

² *Ibid.*

³ *Handbook of Texas Online*, s.v. "," <http://www.tshaonline.org/handbook/online/articles/DD/hdd1.html> (accessed September 18, 2008).

⁴ Rundell, Walter, Jr. *Early Texas Oil: A Photographic History, 1866-1936*. College Station, TX. Texas A&M University Press, 1977.

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relatively inexpensive at about \$26,000.00 per well.⁵ Over a two-year period beginning with Doc Joiner's discovery in September, 1930, 7,800 wells were completed in the 500 square mile field. At its peak, 172 wells were completed in one week, with many wells reaching a 3,600-foot producing horizon in just three days, start to finish. In these first two years alone 200-million barrels of oil were produced with 848-million barrels produced in a single 24-hour period. All of these figures far exceeded any field ever discovered in the world up to that time.⁶ The incredible abundance of cheap oil combined with hard economic times drove a remarkable wave of overproduction. Attempts to regulate and control the industry through the Texas Railroad Commission were initially thwarted on state and federal constitutional grounds. What few successful legislative attempts were made to control production were found to be unenforceable in the field, with producers of "hot" oil using all manner of subversive means to get their oil to market. It wasn't until 1935 that adequate state and federal legislation, backed up with the threat of heavy prison terms for hot-oil producers, finally brought production within reasonable limits.⁷

The boom in oil, jobs, population and wealth brought huge changes to northeast Texas. Small Texas communities such as Kilgore and Longview became boomtowns, their populations increasing as much as 400 percent in a few years. In many cases, new towns were created altogether. An availability of cheap energy spurred industrial development in the state's production centers including east Texas. Road, pipeline, rail and housing construction increased exponentially along with production. The banking, financial and industrial institutions increased right along with them and Dallas became a prime beneficiary.⁸ With the East Texas Field, newly wealthy oilmen and landowners flocked to Dallas with "money to burn."⁹

A 1931 article in the *Dallas Morning News* newspaper identified oil production as the largest industry in the world in terms of money invested or tonnage moved. The U.S. dominated the world's petroleum industry and in turn, Texas led the United States in oil production, refining and transportation. Oil had become the greatest source of new wealth in Texas and the oil industry in Texas employed more Texans than any other industry. This same article declared that the "position of Dallas in the oil world is enviable" since many of the important petroleum industry figures had located their operating offices to Dallas. At that time, Dallas was declared an important distribution center of refined oil products.¹⁰ Dallas was also touted as the logical center for oil business due to its location. It was within overnight travel of "every mid-continent field and centrally located" thus saving in traveling and business costs.¹¹ Dallas increasingly became recognized as the center of the nation's oil industry after the discovery of the large East Texas fields that were less than one hundred miles

⁵ Olien, Diana Davids and Roger M. Olien *Oil in Texas: The Gusher Age, 1895-1945*. (Austin, TX: University of Texas Press, 2002), 172.

⁶ Dwyer, J.L. The Petroleum Industry in Texas. *The Petroleum Engineer* September 1932: 34.

⁷ Olien, Diana Davids and Roger M. Olien *Oil in Texas: The Gusher Age, 1895-1945*. (Austin, TX: University of Texas Press, 2002), 180.

⁸ Dwyer, J.L. The Petroleum Industry in Texas. *The Petroleum Engineer* September 1932: 34.

⁹ Presley, James. *A Saga of Wealth: An Anecdotal History of the Texas Oilmen*. Austin, TX. Texas Monthly Press, 1983.

¹⁰ "Texas Profit Most From Oil." *The Dallas Morning News* (12 October, 1930; cited 1 October 2008). Available from <http://infoweb.newsbank.com/iw-search/we/HistArchive>.

¹¹ "Oil Companies Lease Office Space." *The Dallas Morning News* (27 February, 1931; cited October 1, 2008) Available from <http://infoweb.newsbank.com/iw-search/we/HistArchive>.

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from the city.¹² Oil companies strategically moved their business operations to Dallas so that they could conduct business in the hub of many of the oil boomtowns such as Tulsa, Oklahoma, Shreveport, Louisiana and Houston, Texas.¹³

Gulf Oil Company through the 1950s

The Gulf Oil Company was an expansion of the J. M. Guffey Petroleum Company. It was created in 1901 to exploit the new oil discoveries in the Spindletop Oilfield. In that same year, the controlling partners of Guffey organized the Gulf Refining Company of Texas in order to refine and market the crude oil produced by the Guffey Company, and built a refinery in Port Arthur, Texas. Due to an approximate \$6 million dollar investment into the two companies, and the dwindling production at Spindletop, a reorganization was already necessary by the fall of 1902. W.L. Mellon became the active charge of the Guffey and Gulf operations; however, J.M. Guffey remained as the figurehead until 1907. In 1907, with the decline of crude oil production in Texas, the Gulf Oil Corporation was formed and the Guffey interest bought out. Gulf Oil then built a 400-mile pipeline from Port Arthur to the Glenn Pool Field in Oklahoma to begin refining Oklahoma Crude Oil. In less than two years after the construction of the Glenn Pool pipeline, Gulf's production had more than doubled and exceeded the industry's daily production. Over the next twenty years, the company prospered with production operations into nearly every major oilfield in the United States and into Mexico and Venezuela. Gulf became the leading producer in west Texas and by 1928, the company's assets were estimated to be \$232 million with a crude production of 78 million barrels annually.¹⁴ Texas operators produced 69,541,834 barrels of oil in the first quarter of 1929. More than half of this total was produced by 10 companies, with Gulf Production Company producing the most oil out of all.¹⁵

In 1929 Gulf began a \$90 million expansion program, which included the construction of new refineries and an 800-mile pipeline from Oklahoma to Ohio, and the acquisition of more than 400 retail facilities. The depression greatly affected profits for Gulf Oil, causing the company to retrench and perform an internal reorganization. Soon after the restructuring, the company began to prosper again.¹⁶ Gulf steadily grew during the inter-war years and was active in the whole spectrum of the oil industry: exploration, production, transportation, refining and marketing. Gulf also became active in petrochemicals and automobile component manufacturing industries. It also developed important commercial and technical innovations. This included the first drive-in service station, free road maps to patrons, drilling over a body of water, and the catalytic cracking refining process. Gulf also established the practice of assuming influential and sensitive positions in the countries where they operated. Gulf embraced the concept of "branding," and sold gasoline in containers and from pumps displaying the distinctive orange disc Gulf logo. It was understood that a customer purchasing Gulf gasoline could be certain of its quality and standard.¹⁷

¹² "Oil Discovery Helps Both East Texas and Dallas." *The Dallas Morning News* (14 June, 1931; cited 1 October 2008). Available from <http://infoweb.newsbank.com/iw-search/we/HistArchive>.

¹³ "Development in East Texas Bringing Dallas to Position of Oil Capital of America." *The Dallas Morning News* (14 June, 1931; cited 1 October 2008). Available from <http://infoweb.newsbank.com/iw-search/we/HistArchive>.

¹⁴ *Handbook of Texas Online*, s.v. "," <http://www.tshaonline.org/handbook/online/articles/GG/dog2.html> (accessed September 18, 2008).

¹⁵ *Handbook of Texas Online*, s.v. "," <http://www.tshaonline.org/handbook/online/articles/OO/doogz.html> (accessed September 18, 2008).

¹⁶ *Handbook of Texas Online*, s.v. "," <http://www.tshaonline.org/handbook/online/articles/GG/dog2.html> (accessed September 18, 2008).

¹⁷ *Ibid.*

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During the 1950s, Gulf joined with B.F. Goodrich Company to form, Gulf-Goodrich Chemicals, Inc. In this venture, Gulf established its stronghold in the manufacturing of synthetic rubber from petroleum-derived feedstock. In 1956 it acquired Warren Petroleum Corporation and also increased its interest in British American Oil Company. The 1950s also saw a time of increased international exploration and production operations. This included increasing exploration of underwater leases of the coast of Louisiana, which became one of the leasing domestic producers for the company.¹⁸

Dallas Gulf Oil Distribution Facility

The Gulf Oil Distribution Facility, built as a regional distribution center for Gulf products, was constructed in a predominantly industrial area of east central Dallas. Development of the area was first defined by its location to the east of Deep Ellum, a predominantly African American area of the city established as a freedman's town by former slaves.¹⁹ Another defining factor of area development was the city's unusual street grid. Early city development was generally aligned with the cardinal points, with primary streets such as Main, Elm and Commerce running almost due east from the Trinity River. A later shift in the grid put surrounding streets at a 45-degree angle to the cardinal points. The Gulf complex lies at the terminal end of the historic east-west alignment, where its intersection with the 45-degree grid creates an array of irregular blocks. Perhaps most significant to the industrial nature of the area is its location at the center of three primary rail lines which historically crossed the area to form a triangle containing some 2-dozen oddly-shaped blocks. Bounded by the Texas and Pacific lines to the east, the Gulf Colorado and Santa Fe line to the south, and the Texas and New Orleans line to the west, the area was clearly best suited to industrial development. Other prominent buildings and complexes dating to the industrial height of the area include the Pearlstone Mill complex to the west, and the Curtis Candy Company Building to the north. The complex bears striking similarities to the Magnolia Petroleum Company City Sales and Warehouse complex (NRHP 1984) adjacent to Pike Park. As at the Magnolia complex, oil and gas was pumped from rail cars using pumps housed in Building E and into an array of storage tanks (now gone) on the northwest portion of the site. Oil and gas was then pumped into trucks or barrels for distribution. Barrels were maintained and filled in the Cooper's shop housed in Building F. Sanborn Maps indicate Building E housed a central boiler, though other sources label this as a second pump facility.²⁰

The remainder of the buildings within the complex was utilized for the various operations of the distribution center. Buildings currently identified as Building A on the eastern portion of the site were utilized primarily as vehicle garage and repair shops, but the westernmost building also included some storage facilities and a print shop. Building B, the largest single structure is two stories with a basement and central elevator and served as the primary warehouse. Offices were also housed in the building.

While otherwise of a relatively simple industrial style of brick and concrete with steel windows, the use of red brick as the primary building material, and stepped parapets with curved central sections adds style and interest to the design. Besides the removal of one small building and the array of oil storage tanks, some other changes are apparent. The facades of Building A's Second Ave. side were modified at some point in the past. Applied stucco appears to unify the two buildings from the street, although their primary facades as viewed from the center courtyard are separate. Building B now features

¹⁸ *Handbook of Texas Online*, s.v. "," <http://www.tshaonline.org/handbook/online/articles/GG/dog2.html> (accessed September 18, 2008).

¹⁹ *Handbook of Texas Online*, s.v. "," <http://www.tshaonline.org/handbook/online/articles/DD/hpd1.html> (accessed October 2, 2008).

²⁰ 1921 Sanborn Fire Insurance Map.

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enlarged industrial windows in some portions of the second floor, and all of the buildings with the exception of Building D feature some level of interior changes – mostly the opening of spaced - to make them viable as lease space. Building D is not currently improved due to significant structural problems and is used for light storage. Though currently occupied, Building E is in need of additional repairs and its improvement may prove economically infeasible.

The complex served Gulf Oil until the late 1950s. From that time until the mid 1980s it was the home of the C. H. Collier Company, which specialized in the repair and maintenance of hydraulic forklifts. Since the mid 1980s the use of the property has shifted to a variety of uses including theater, office/business and special events venue.²¹

²¹ Dallas City Directory, 1958.

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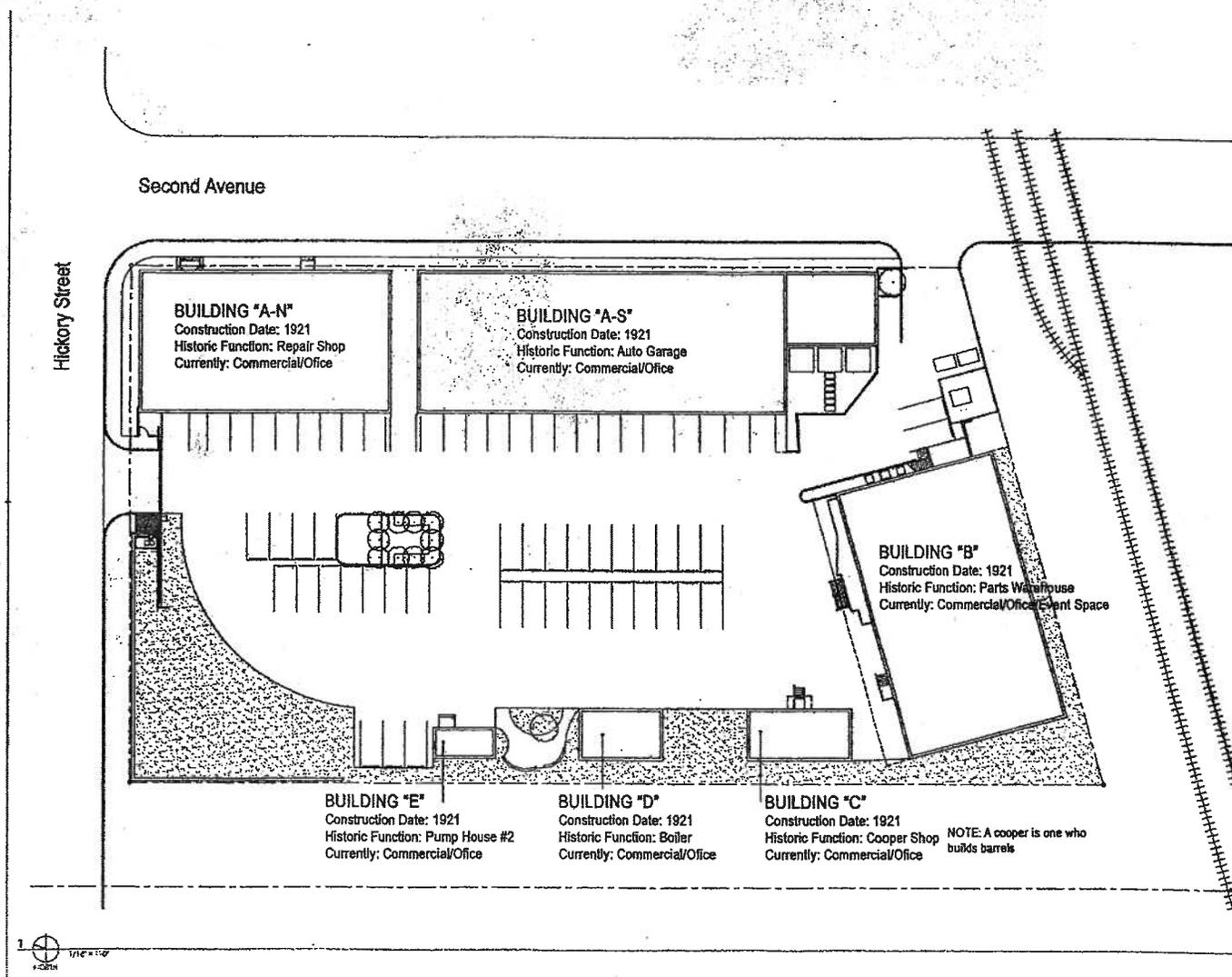
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Gulf Oil Distribution Facility
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Current Site Plan

The Hickory Street Annex is bounded by South 2nd Avenue to the northeast, Hickory Street to the northwest, a DART (Dallas Area Rapid Transit) train repair station to the southeast and Trunk Avenue to the southwest.



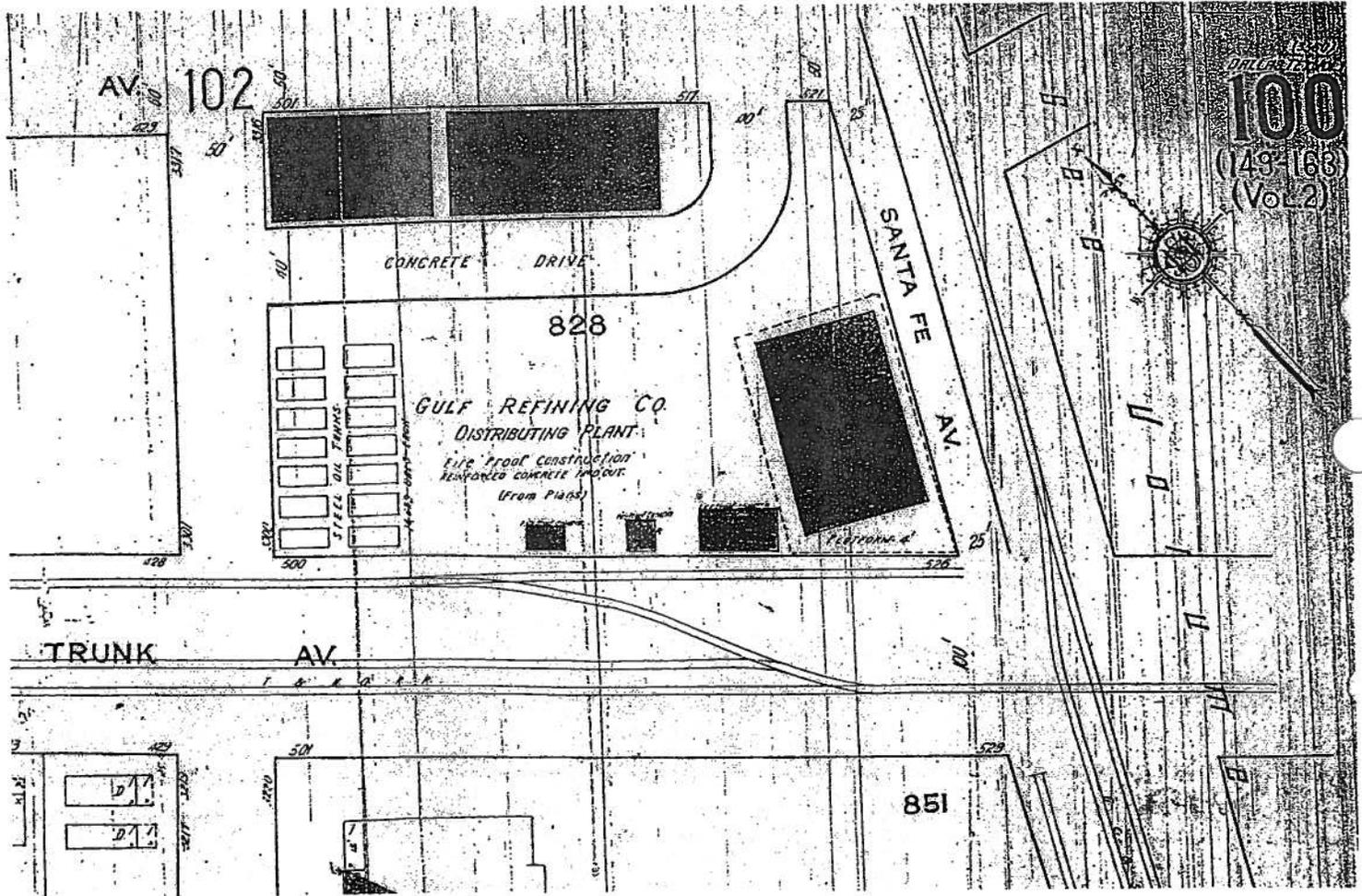
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1927 Sanborn Map



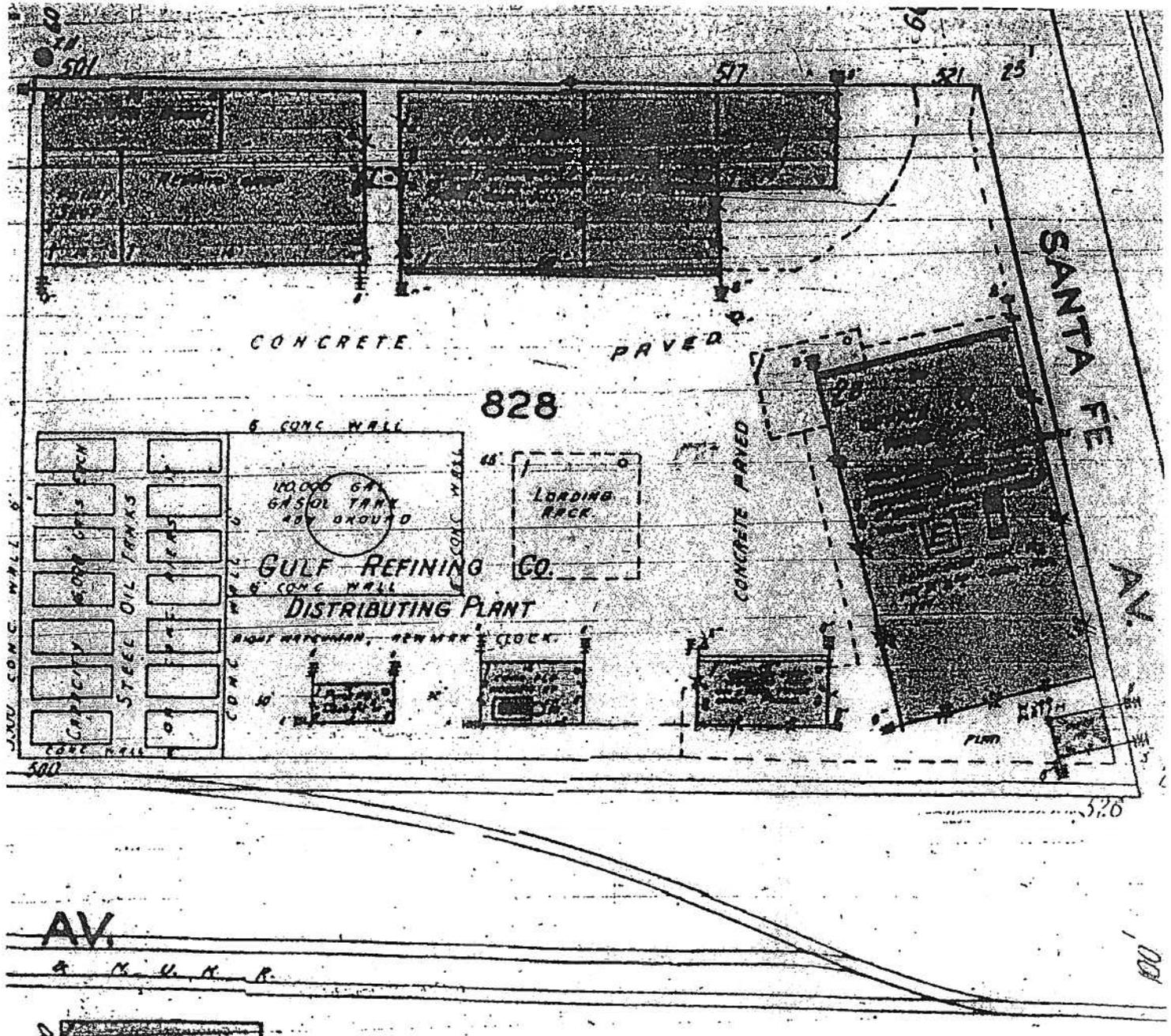
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Gulf Oil Distribution Facility
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1951 Sanborn Map



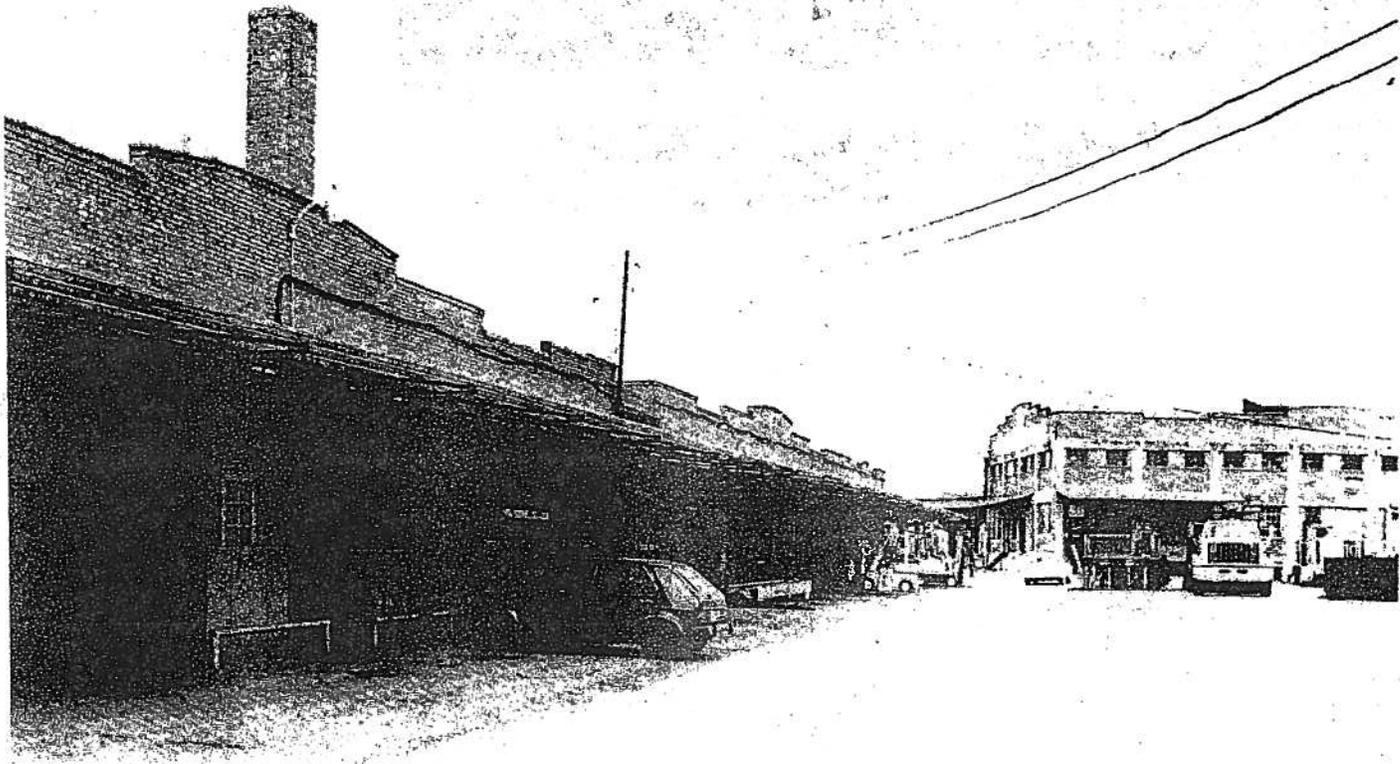
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Gulf Oil Distribution Facility
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Courtyard, facing east: Buildings A on left; Building B on right
Date unknown



COURTYARD
Office, Garage & Warehouse

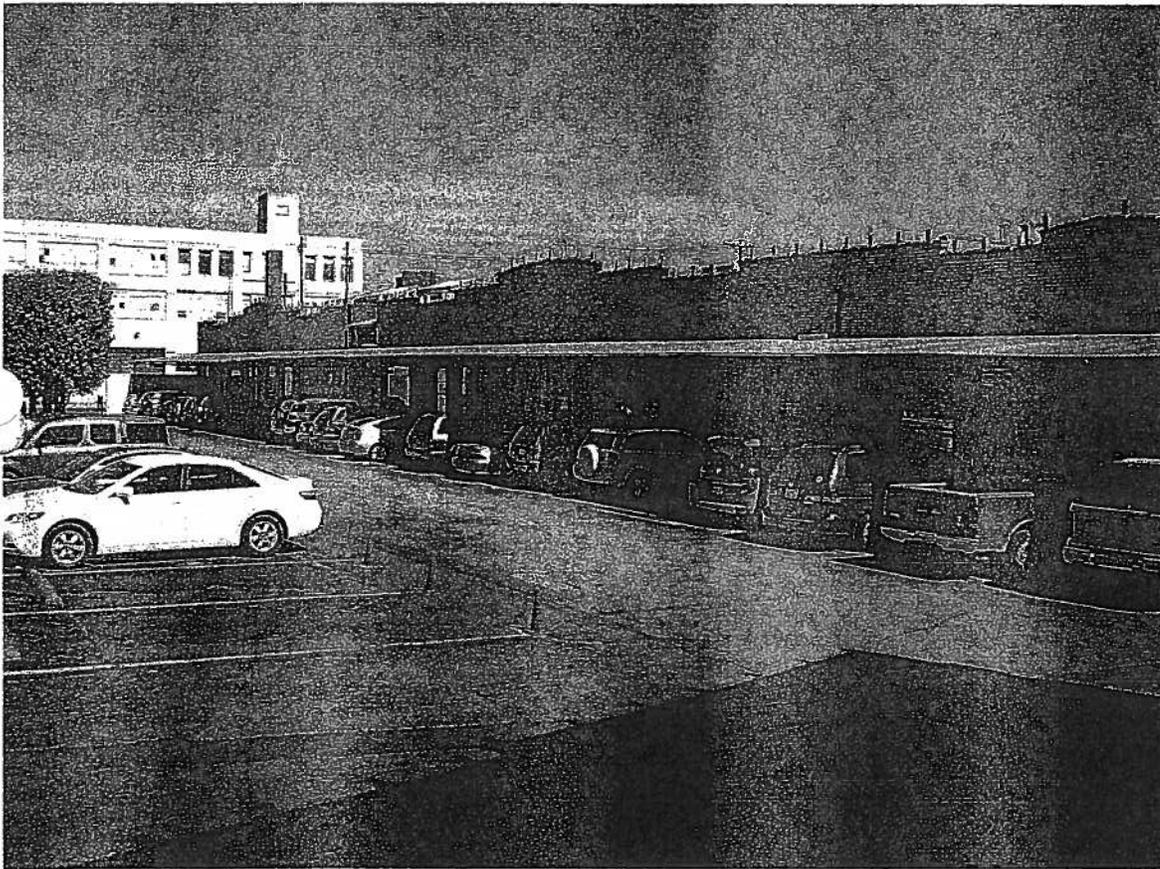
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Gulf Oil Distribution Facility
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Building A, 2008
West Elevation



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Gulf Oil Distribution Facility
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Building B, 2008
East Elevation



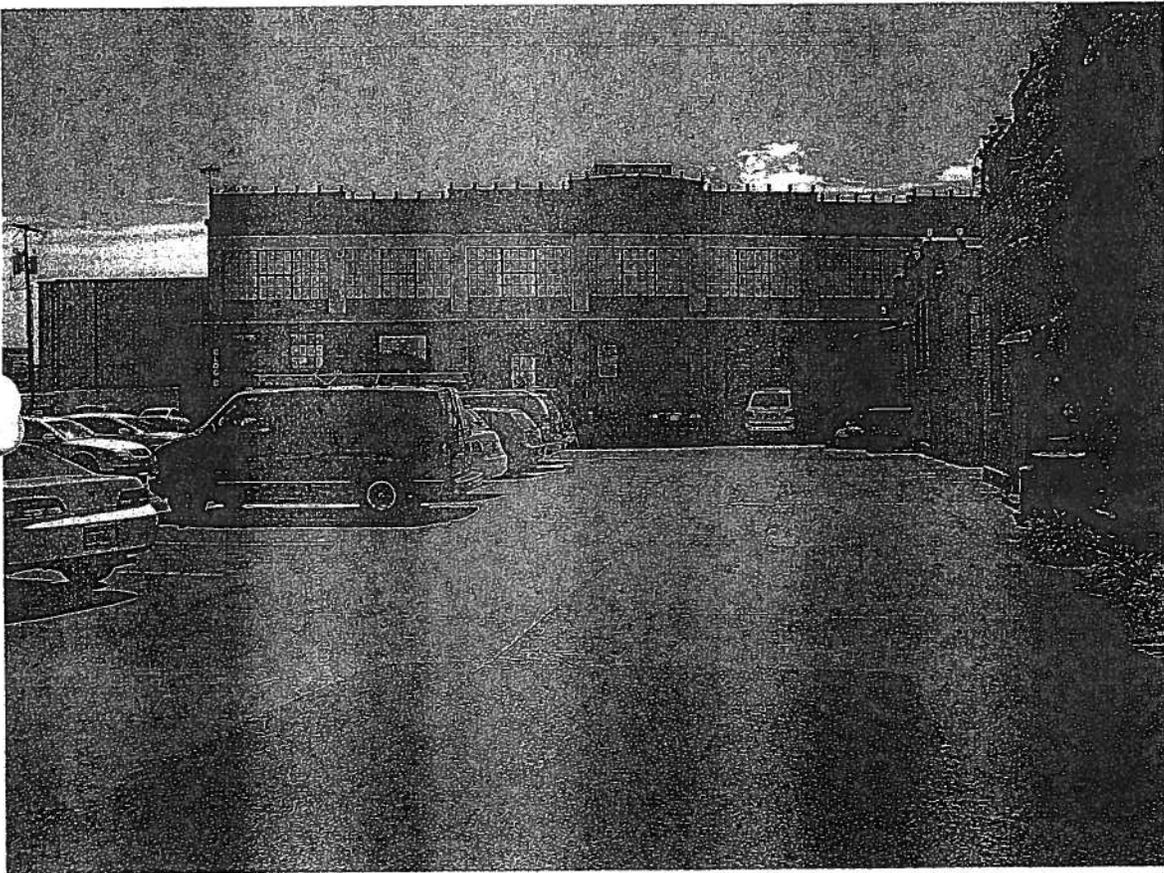
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Gulf Oil Distribution Facility
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Building B, 2008
North Elevation



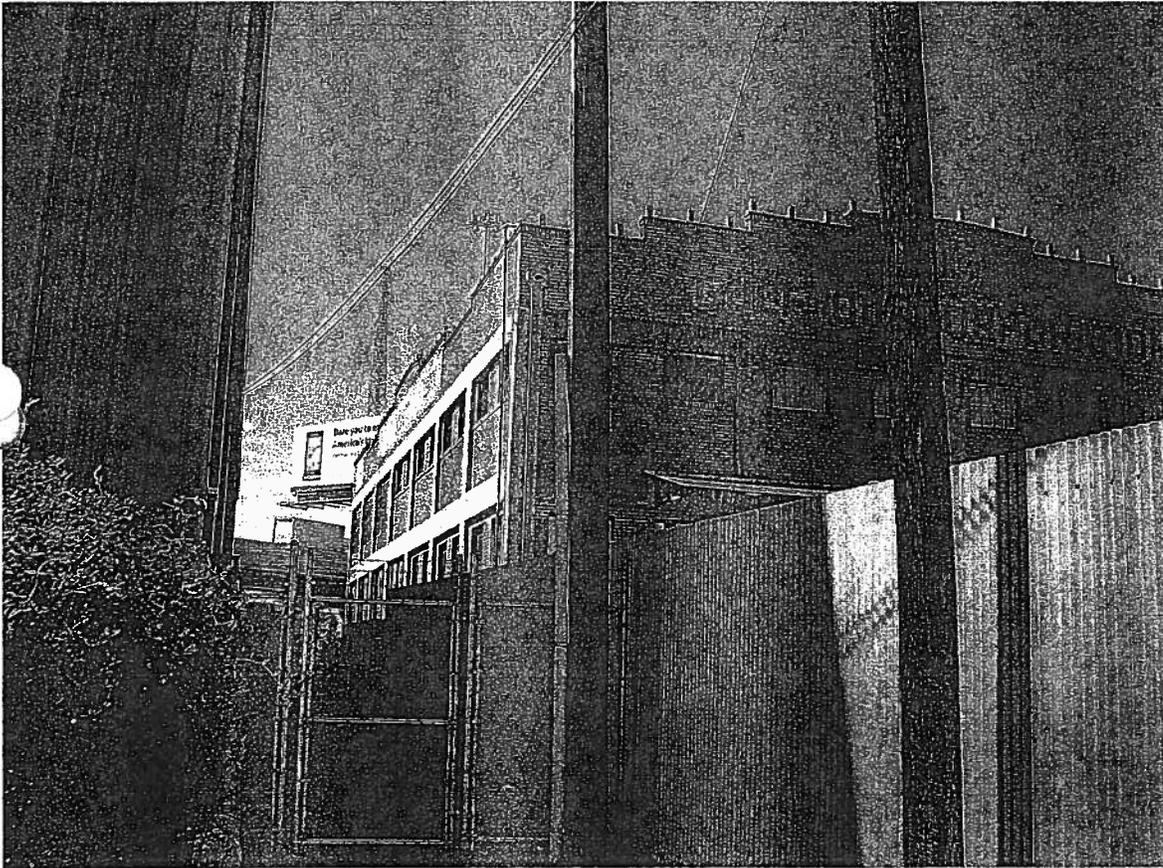
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Gulf Oil Distribution Facility
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Building B, 2008
Southeast Corner



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Gulf Oil Distribution Facility
Dallas, Dallas County, Texas

Building B, 2008
West Elevation



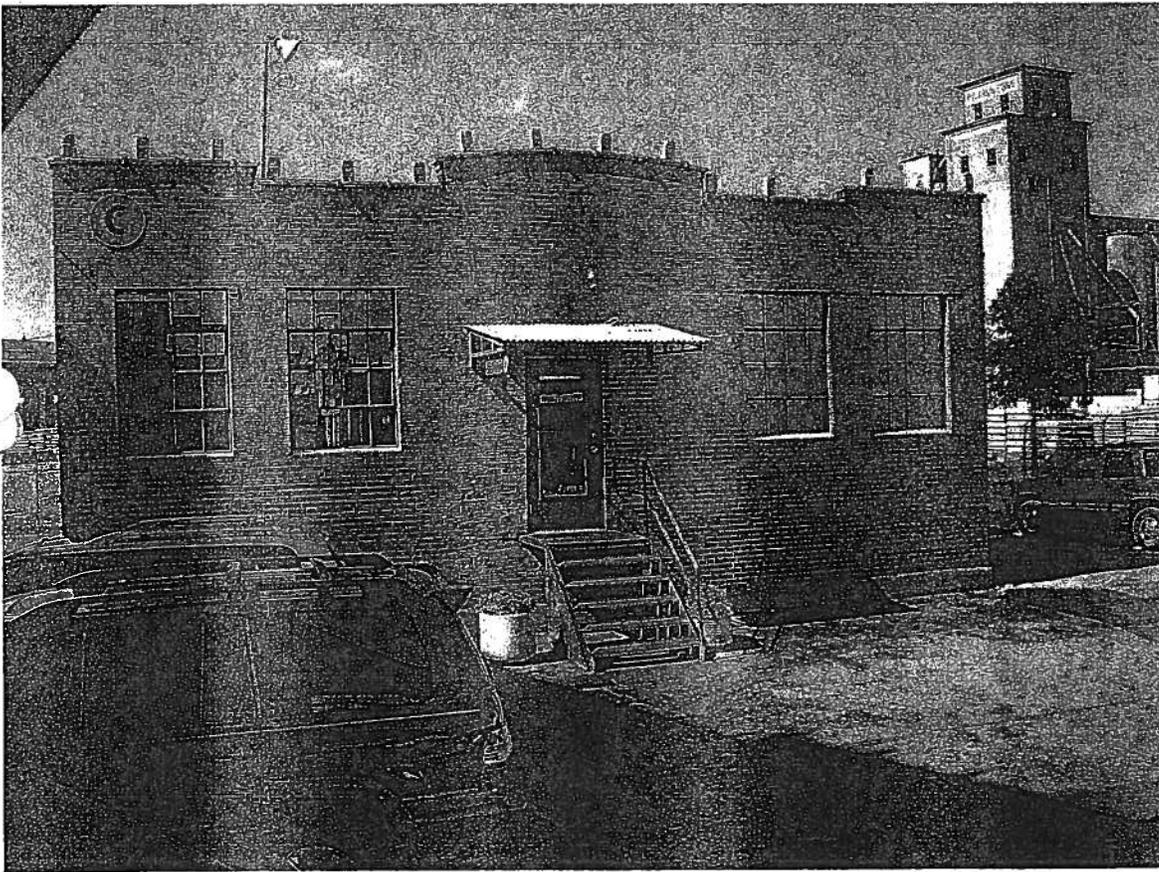
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Gulf Oil Distribution Facility
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Building C, 2008
East Elevation



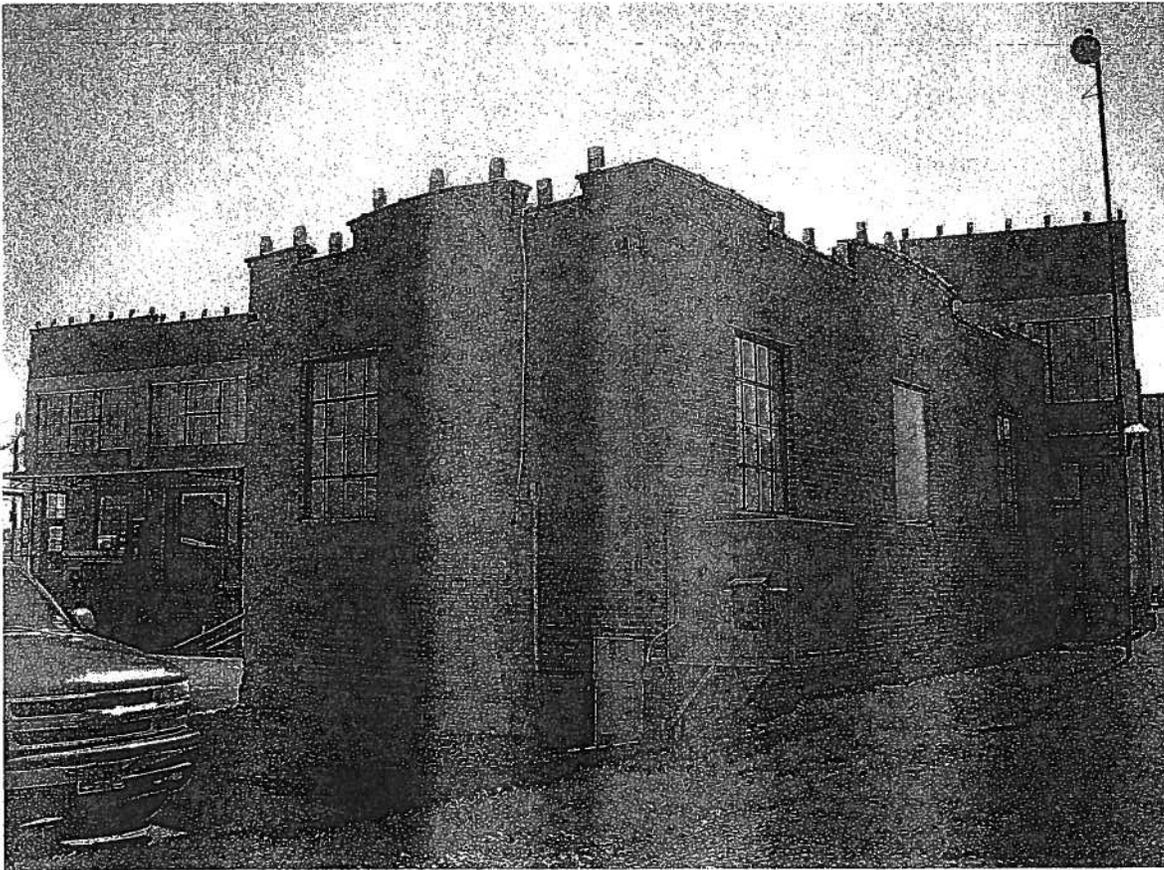
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Gulf Oil Distribution Facility
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Building C, 2008
Northwest Corner



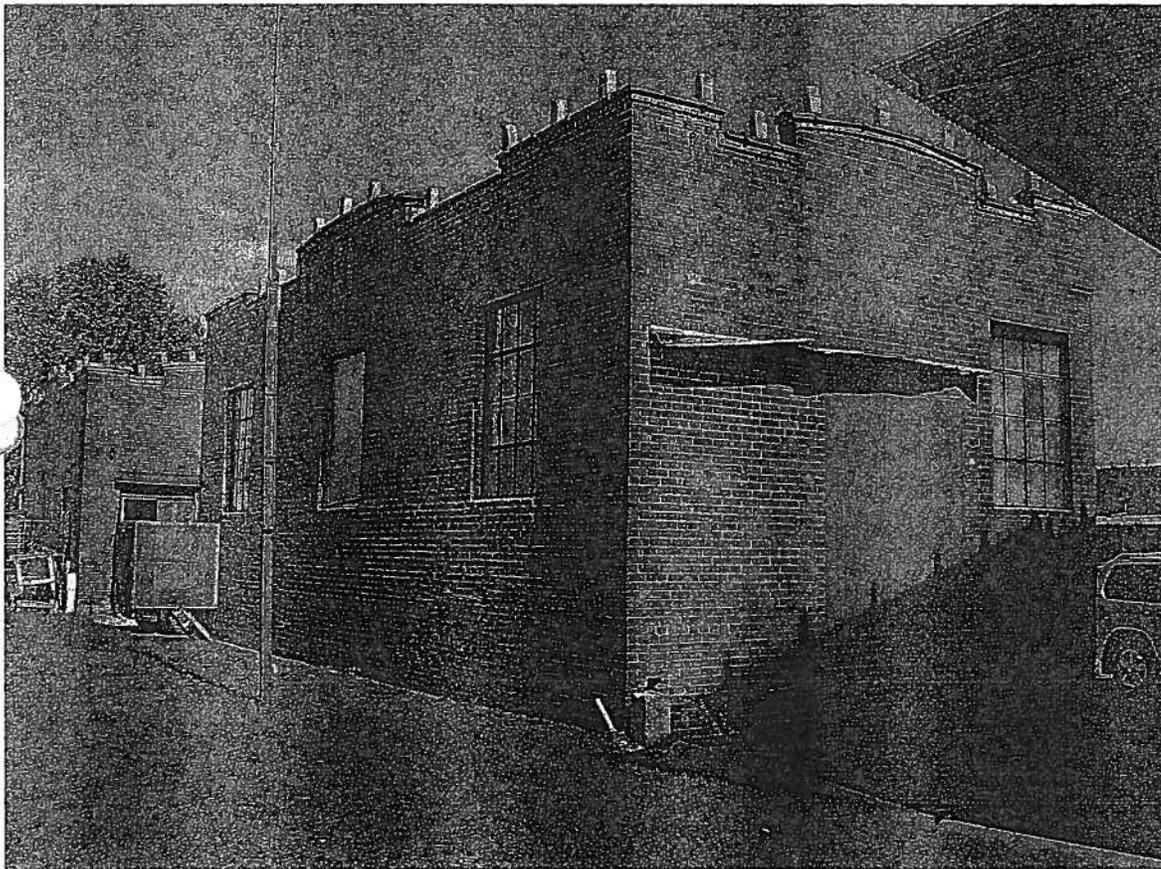
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Gulf Oil Distribution Facility
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Building C, 2008
Southwest Elevation



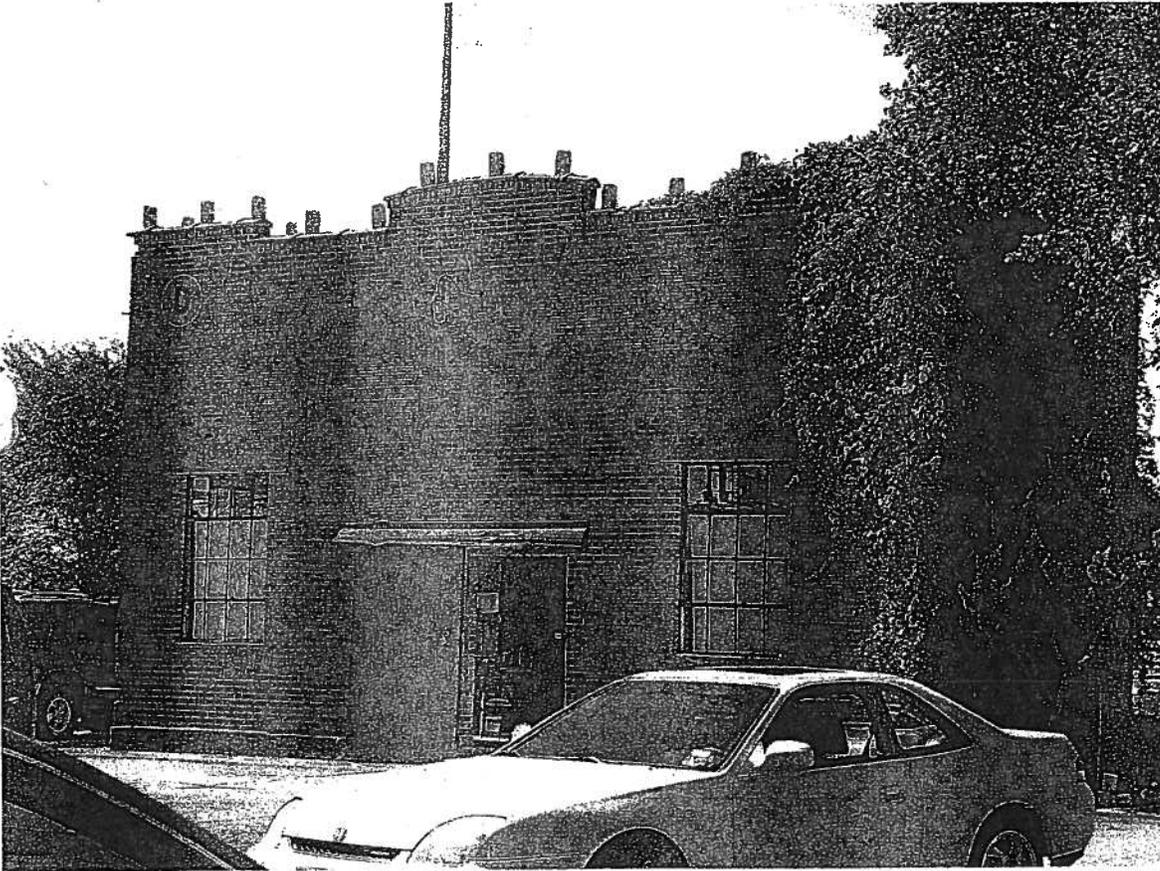
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Gulf Oil Distribution Facility
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Building D, 2008
East Elevation



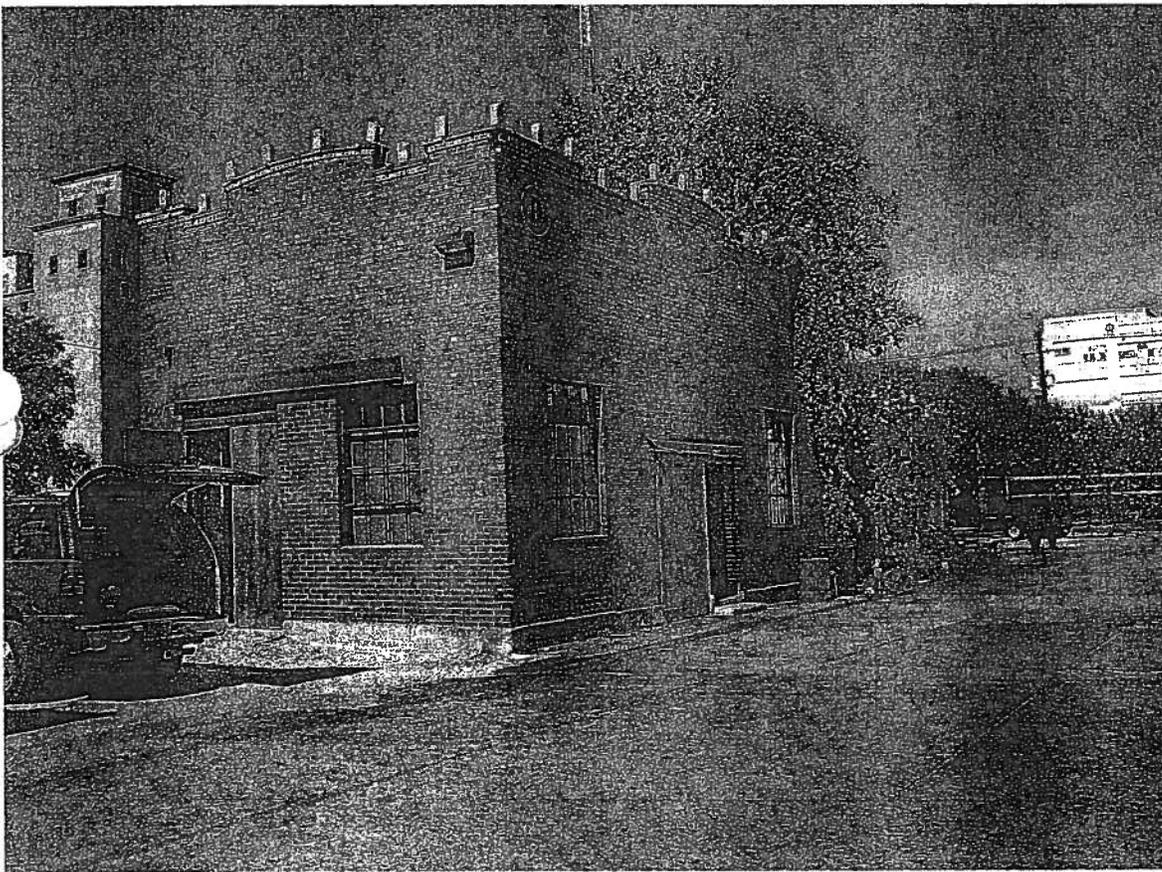
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Gulf Oil Distribution Facility
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Building D, 2008
Southeast Corner



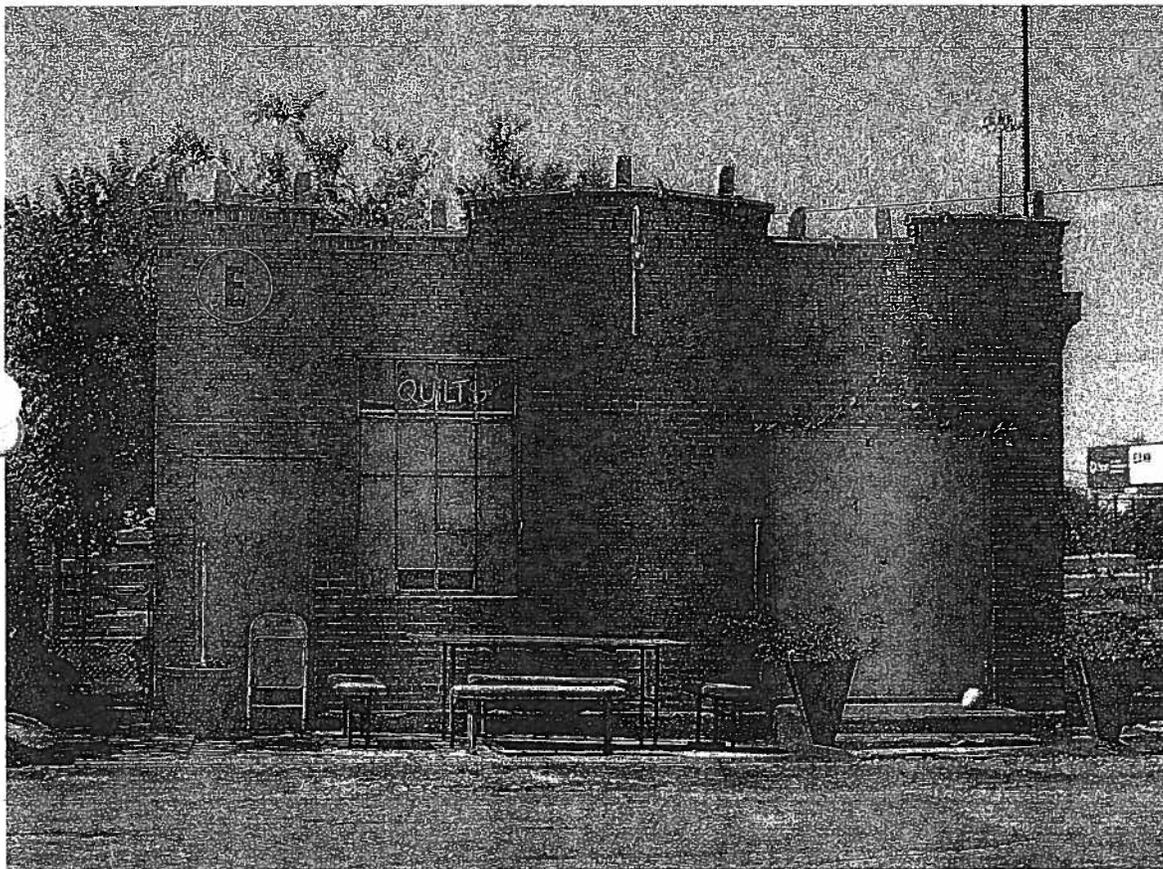
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Gulf Oil Distribution Facility
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Building E, 2008
East Elevation



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Gulf Oil Distribution Facility
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Building E, 2008
Southeast Corner

