

HIGGINBOTHAM-BAILEY BUILDING
DESIGNATION REPORT
CITY of DALLAS



The Higginbotham-Bailey Company was involved in the founding of the Dallas Garment District as one of the first dry goods concerns to be located in what is now the Westend District.

The building was owned by the Higginbotham-Bailey Company and was purchased on March 17, 1983, by Woodbine Development Corporation as agent for 900 Jackson Street Building Partners Ltd.

The Higginbotham-Bailey building was designed by the Dallas firm of Lang and Witchell, one of the leading architectural firms in the southwest. Otto Lang, the driving force of the firm, immigrated to the U.S. in 1888 and worked as the chief designer for the T & P Railroad beginning in 1890. In 1904, Lang met Frank Witchell, who had come to Dallas from San Antonio to work as a designer for Sanquinet and Stats. The two men formed their partnership the next year.

Lang and Witchell built several major structures in the Chicago School or Sullivanese style including the American Exchange National Bank (now Metropolitan Savings and Loan), the Dallas Athletic Club, the Sears and Roeback complex, the Adolphus Hotel annex, the Fair Park Auditorium, the Lamar Street Sanger Brothers Department Store (now El Centro College), and the Higginbotham-Bailey-Logan building. By the late 1920s, the firm was moving out of the Chicago School into the expanding modern style popularized by the 1925 Parris Exposition des Arts De'coratifs. Lang and Witchell soon proved to be masters of the Art Deco style, as seen in the Lone Star Gas Building and the Dallas Power and Light building.

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Preservation Analysis

STRUCTURE

- 1. Surface Materials
- 2. Fenestration and Portals
 - a. style,type
 - b. o/w ratio
 - c. rhythms
 - d. placement
- 3. Trim and Detailing
 - a. style
 - b. unique trim or detailing
 - c. structural members
- 4. Roof
 - a. style,form
 - b. slope
 - c. materials
- 5. Design Concepts
 - a. stylistic demands
 - b. functional concepts
- 6. Utilities
 - a. design
 - b. placement
- 7. Signs
 - a. style,design
 - b. placement
- 8. Exterior Connections
 - a. design
 - b. penetration points

SITE

- 1. Prohibited Structure Areas
 - a. approach
 - b. view corridors
 - c. site feature protection
 - d. vertical additions
- 2. Access/Egress
- 3. Adjacent R.O.W.'s
 - a. existing treatment
 - b. proposed changes
- 4. Landscaping
 - a. existing plant removal
 - b. new plant selection
 - c. site design
- 5. Site Fixtures
 - a. furniture
 - b. sculpture,art
 - c. paths
 - d. utility units
 - e. signs
- 6. Lighting
 - a. exteriors
 - b. grounds

COLOR

- 1. Surface Materials
- 2. Trim and Details
- 3. Roof
- 4. Utilities
- 5. Signs
- 6. Site Fixtures
- 7. Accent Color

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Land Use Analysis

Proposed zoning change:

from: CA-1

to: No Change

Recommended use variances:

None

- A. Predominate Facade Material: The existing natural color of the brown brick shall be preserved and remain unpainted. There will be no alterations with the exception of maintenance cleaning as necessary. The color of any additions, repairs or alterations to the building shall coincide as nearly as practicable to a color range defined by the Munsell Color System rating.
 - B. Trim and Detailing: The existing colors of all window/door frames, the concrete banding, and trim and detailing shall be preserved as is. Any painting of these elements due to repair, replacement or maintenance shall coincide as nearly as practicable to color ranges defined by the Munsell Color System rating.
6. Lighting and Landscaping
Exterior lighting and the placement and removal of trees and shrubs shall be approved by the Landmark Committee prior to commencement of work.
7. Public Improvements
All proposed public improvements of streets and associated R.O.W. abutting the structure shall be approved by the Landmark Committee prior to commencement of work.
8. Signs
All new signs shall be designed to be compatible with the architectural qualities of the existing main structure. All new signs shall be approved by the Landmark Committee prior to the issuance of a sign permit and shall abide by the provisions established in the Dallas Sign Ordinance section of the Development Code.

SERVATION CRITERIA

gginbotham-Bailey Building is currently undergoing a detailed renovation of exterior facades of all interior spaces. The structure will serve as office with the necessary support facilities. Staff recommends that all existing be preserved as is. Any changes to the exterior due to the remodeling, repairs or maintenance shall require an approved Certificate of Appropriateness. Additional new construction or renovation is anticipated, but repairs and replacements due to maintenance and/or accidental damage shall meet the following lines.

ERIA

Surface Materials

Reconstruction, renovation or repair of the opaque elements of all facades shall employ only a dark brown brick of equal texture, grain, color and module size of the existing main structure as practicable. Reconstruction, renovation or repair of the concrete banding, sills or lintels shall employ only concrete and equal texture, grain, color or module size of the existing concrete as practicable.

Fenestrations & Openings

Existing door and window openings in the protected facades shall remain intact. New window openings, the enlargement of existing windows, or the conversion of door openings to windows is allowable if the proposed work does not alter the rhythm of voids to solids in the facade or disrupt facade symmetry. The relationship existing between the brick, concrete sills and lintels, windows and door openings shall be preserved and maintained. The configuration and materials of the central Jackson Street entrance shall be preserved as is. The existing window mullions and spandrels shall be preserved as is and reflective or tinted glass shall not be permitted in window openings.

3. Roof

The slope, configuration and surface pattern of the existing roof shall be maintained. No new vertical or horizontal extensions shall be allowed and all existing extensions, parapets or railings shall be preserved. All replacements or repairs to the roof shall employ materials comparable to the existing roof in texture, design and color.

4. Embellishments & Detailing

All ornamental detailing and geometric embellishments enumerated below shall remain intact and be preserved as is. Any reconstruction, renovation or replacement of the listed items shall be identical in composition, texture, color and size as practicable.

- A. Cornices & Molding: the cornice lines and detailed molding exhibited at the seventh floor and on the towers.
- B. Concrete Banding: the concrete banding exhibited at every level that also serves as window sills and lintels.
- C. Geometric Patterns: the concrete geometric patterns existing on the building's towers and at the first level's northwest corner.
- D. Jackson Street Entrance: the concrete frame and metal canopy existing at the Jackson Street entrance.
- E. Projecting Towers: the projecting towers located on the north, west and south elevations.

5. Color

The coloring of the existing facade, including additions, extensions, alterations and repairs, shall comply with the hue, value and chroma content of the Munsell Color System as outlined in Munsell Book of Color, Neighboring Hues Collection, 1973:

18356

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