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United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

1. NAME OF PROPERTY

HISTORIC NAME: Bryan-Peak Commercial Historic District  
OTHER NAME/SITE NUMBER: N/A

2. LOCATION

STREET & NUMBER: 4214-4311 Bryan Avenue, 1325-1408 N. Peak NOT FOR PUBLICATION: N/A  
CITY OR TOWN: Dallas VICINITY: N/A  
STATE: Texas CODE: TX COUNTY: Dallas CODE: 113 ZIP CODE: 75204

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x 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 x meets    does not meet the National Register criteria. I recommend that this property be considered significant    nationally    statewide x locally. (   See continuation sheet for additional comments.)

*Curtis J. Russell*  
Signature of certifying official

*14 Feb. 1995*  
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:

- 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):

*for*  
*Edson H. Beall*  
Signature of the Keeper

Date of Action  
*3-23-95*

Entered in the  
National Register

**5. CLASSIFICATION**

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**OWNERSHIP OF PROPERTY:** Private

**CATEGORY OF PROPERTY:** District

| <b>NUMBER OF RESOURCES WITHIN PROPERTY:</b> | <b>CONTRIBUTING</b> | <b>NONCONTRIBUTING</b> |
|---|---------------------|------------------------|
|   | 11                  | 1 BUILDINGS            |
|   | 0                   | 0 SITES                |
|   | 0                   | 0 STRUCTURES           |
|   | 0                   | 0 OBJECTS              |
|   | 11                  | 1 TOTAL                |

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

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** Historic and Architectural Resources of East and South Dallas, Dallas County, Texas

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**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS: COMMERCE/TRADE:** Specialty Store, Department Store, Business

**GOVERNMENT:** Post Office

**RECREATION:** Theater

**CURRENT FUNCTIONS: COMMERCE/TRADE:** Specialty Store, Business

**GOVERNMENT:** Correctional Facility

**VACANT/NOT IN USE**

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**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION: OTHER:** 1-part and 2-part commercial block

**MATERIALS: FOUNDATION** Concrete

**WALLS** Brick

**ROOF** Asphalt

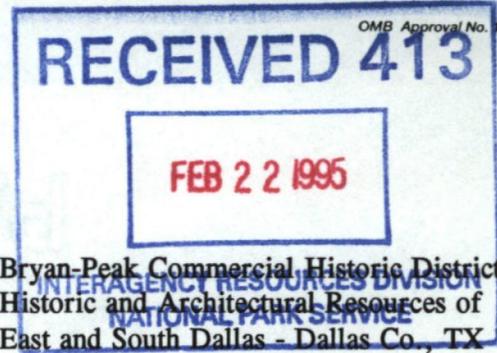
**OTHER** Glass; Wood

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-8).

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Within the portion of East Dallas bounded by Fitzhugh, Columbia/Main, Haskell, and Ross streets, the historic center of commercial activity is an 8-block area that surrounds the intersection of Bryan and Peak streets. This location remains the most intact commercial/retail node in "East Dallas," and is identified as the Bryan-Peak Commercial Historic District. The unique collection of 1- to 3-story, brick, commercial buildings is one-and-a-half miles northeast of Dallas' Central Business District. The 3-story Brannon Building (4301 Bryan), at the north of the intersection, is the dominant structure in the district and is representative of the modest, eclectic detailing of the district. The district includes 17 buildings, with one modern building that is considered Noncontributing. The district has a high percentage of Contributing elements, and no gaps created by demolition.

All buildings within the district align the six-foot wide concrete sidewalks. The only detached buildings that do not share a party (fire) wall are those at 1325-1327 and 1329-33 N. Peak, which are separated by a small driveway. Streets paved with asphalt are approximately 60 feet wide from curb to curb, and paving/curbing elements have been upgraded to modern standards. Modern steel poles support the traffic signal lights and arc lamps, which serve as street lighting.

The architectural character of the district is best described as vernacular, enhanced by geometric-patterned detailing. Structural elements, including raised parapets, lintels, door surrounds, and name panels, are distinguished by cast-stone or ornamental brick corbelling and patterned inlays. The most ornamental store front is 4302-06 Bryan, with its embattled parapet, brick and cast-stone geometric patterns, and elliptical-arched primary entrance in the third bay from the corner. Most street level storefronts retain their bay configurations, although historic fabric in some instances has been replaced with new, but similar materials. Rows of transoms above the display fronts in several of these buildings are typical and are often subdivided with multiple-light fixed sashes. Side and rear walls are of masonry construction, utilizing less costly brick. Fenestration above the ground level is universally altered or boarded over as to obscure the windows. New fixed-sash windows in the Brannon Building replicate the major elements and proportions of the original windows. Several of the buildings are painted, obscuring the original reddish-brown brick and cast-stone facades.

Within a block of the district's boundary are two significant historical and architectural landmarks: the multi-story Southwestern Bell Telephone Company Building, at the east corner of Bryan and N. Haskell; and the former Mrs. Baird's Bread Company

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Building at the west corner of Bryan and N. Carroll streets (nominated individually as part of the Historic and Architectural Resources of East and South Dallas). They were excluded from the district because of historically insensitive alterations to the Southwestern Bell Telephone Building, and because of the lack of continuity between buildings at this interesection and these two.

**DEFINITION OF CATEGORIES - BRYAN-PEAK COMMERCIAL HISTORIC DISTRICT**

**Contributing.** Properties in this category include buildings that add to the district's overall historic character or are individually significant. To be included in this category, a building must be at least 50 years old and must retain most of its historic character. The National Park Service allows buildings less than 50 years old but erected before 1941 to be included in the Contributing category if they reflect a similar scale, materials and siting to the district's other historic properties and "contribute" to the district's overall historic character. A structure need not be completely unaltered to be included in this category; however, more recent (post-1945) changes that can affect historic integrity include the replacement of original door and window openings, the removal of canopies, or the construction of additions onto the structure. These alterations often detract from the original character of the building; however, if a structure's basic form remains intact and the building adds, if only to a small degree, to the district's overall historic character and ambiance, the property can be classified as a contributing element.

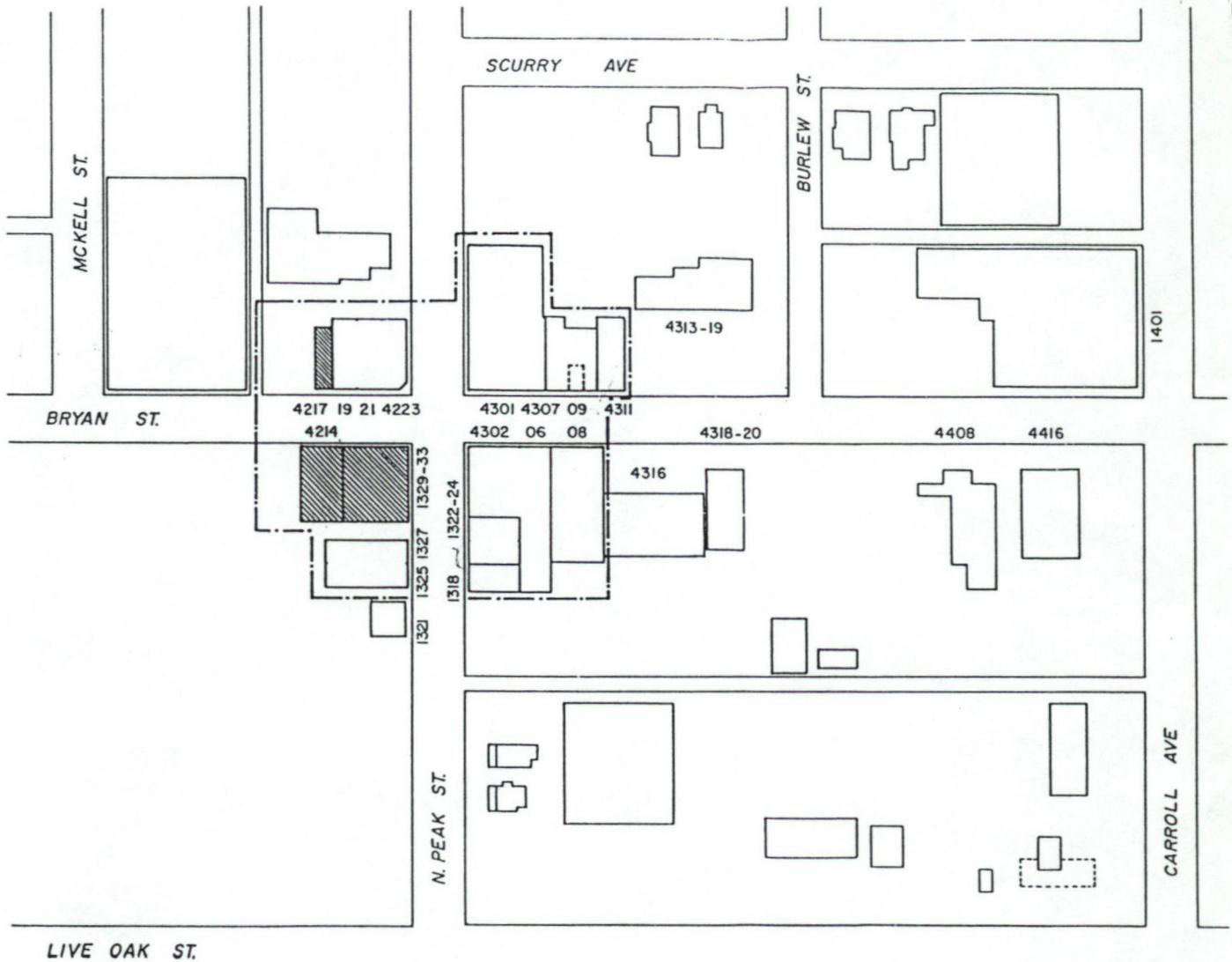
**Noncontributing.** Properties in this category are those that detract from the district's historic character. The majority are less than 50 years old and have little or no architectural or historic significance. They exhibit little or none of the characteristics that distinguish the historic district and, therefore, are considered intrusive. This category also includes pre-1945 buildings that have been so severely altered that little, if any, of their original or historic fabric is recognizable. If restored, historic buildings currently classified as noncontributing can be re-categorized to contributing status if sensitive restoration efforts are completed. The Secretary of the Interior's guidelines for Rehabilitation should be carefully scrutinized before any restoration work is undertaken. Copies are available from the Texas Historical Commission in Austin.

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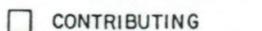
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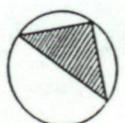
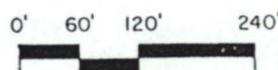
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## BRYAN - PEAK COMMERCIAL HISTORIC DISTRICT

-  DISTRICT BOUNDARY
-  CONTRIBUTING
-  NONCONTRIBUTING



**8. STATEMENT OF SIGNIFICANCE**

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**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 VALUE, 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:** Architecture; Commerce

**PERIOD OF SIGNIFICANCE:** 1912-1930

**SIGNIFICANT DATES:** 1912, 1923

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** N/A

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-8 through 8-21).

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**9. MAJOR BIBLIOGRAPHIC REFERENCES**

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**BIBLIOGRAPHY** (see Section I).

**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:

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INVENTORY OF PROPERTIES - BRYAN-PEAK COMMERCIAL HISTORIC DISTRICT

| Address        | Site No. | Date     | Property Type | Classification  |
|----------------|----------|----------|---------------|-----------------|
| 4214 Bryan     | 250      | ca. 1920 | Commercial    | Contributing    |
| 4217 Bryan     | 231      | ca. 1945 | Commercial    | Noncontributing |
| 4219-23 Bryan  | 232      | ca. 1912 | Commercial    | Contributing    |
| 4301 Bryan     | 233      | ca. 1923 | Commercial    | Contributing    |
| 4302-06 Bryan  | 249      | ca. 1925 | Commercial    | Contributing    |
| 4307-09 Bryan  | 234      | ca. 1920 | Commercial    | Contributing    |
| 4308 Bryan     | 247      | ca. 1925 | Commercial    | Contributing    |
| 4311 Bryan     | 235      | ca. 1925 | Commercial    | Contributing    |
| 1318 N Peak    | N/A      | ca. 1925 | Commercial    | Contributing    |
| 1322-24 N Peak | N/A      | ca. 1925 | Commercial    | Contributing    |
| 1325-27 N Peak | 166      | ca. 1923 | Commercial    | Contributing    |
| 1329-33 N Peak | 167      | ca. 1912 | Commercial    | Contributing    |

The Bryan-Peak Commercial Historic District is a noteworthy cluster of early 20th-century commercial buildings that formed a commercial node at the intersection of two major crosstown streetcar lines in East Dallas and is associated with the historic context of The Development of East and South Dallas: 1872-1945. Such nodes typically developed along streetcar lines and at transfer points as Dallas' increasing population pressed into the surrounding suburbs but most have either been replaced or the buildings so altered that little is left of the original historic fabric. The Bryan-Peak Commercial Historic District is a good and perhaps the only surviving example of a commercial node in Dallas that retains its original commercial buildings on each of its four corners. In addition, the extant buildings retain their original architectural fabric and integrity to a remarkable degree. As a result, the Bryan-Peak Commercial Historic District is a rare and valuable collection of early 20th-century commercial buildings and a reminder of the early commercial patterns that helped shape Dallas' suburban development. The Bryan-Peak Commercial Historic District is nominated to the National Register under Criterion A for its historical significance as one of the only remaining intact examples of commercial nodes created as a result of streetcar suburbanization. It is also nominated under Criterion C for its outstanding collection of early

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20th-century commercial architecture. The district is East Dallas' most intact neighborhood commercial node from the 1912-1930 period, and includes modest, but relatively unaltered examples of vernacular and eclectic 1-part and 2-part commercial-block building types.

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Real estate development at the Bryan-Peak intersection experienced three fairly distinct phases between 1879 and 1930. The first phase (1879-1893) was spurred by the phenomenal growth of Dallas following the arrival of the railroads in 1872, and was characterized by large country houses in a semi-rural landscape at the eastern edge of East Dallas. The installation of streetcar lines on Peak Avenue in 1902 and the extension of the Bryan Avenue line, a few years later, encouraged a second phase of residential construction (1902-1920) throughout East Dallas, that was characterized by intense redevelopment of the earlier estate lots for hundreds of single-family houses. This period overlapped the era of commercial development at the intersection of Peak and Bryan avenues. The extant buildings in the Bryan-Peak Commercial Historic District defined the third phase of construction (1912-1930), which was initiated by the intersection of the two streetcar lines and heightened by the introduction of the Interurban Railway that entered Dallas from Denison and Sherman on the Bryan Avenue streetcar line.

Although streetcar lines were usually installed by real estate promoters to generate residential development in outlying sections of town, streetcar lines were naturally attractive to retail and service-oriented businesses because they drew potential customers to a specific place. Pedestrian traffic was channeled along the streetcar routes where people walked to and from their stops, and it was concentrated at the stops or transfer points. The intersections of crosstown streetcar lines attracted the greatest concentrations of passengers, and property immediately surrounding the transfer points, therefore, became prime commercial potential. Grocery or drug stores were among the first commercial shops to locate near streetcar stops and they served as "anchor" properties that guaranteed a steady clientele, often drawing other businesses to locate nearby. The first commercial buildings at both the intersections of Elm and Peak and Bryan and Peak streets were grocery and drug stores. Although nearly all streetcar routes that extended through both East and South Dallas, suburban tracts were originally lined with houses, within a few years of their construction, houses near major stops or transfer points were replaced by commercial businesses hoping to profit from the passenger traffic. In addition, although the land at these points became more valuable for their commercial potential, the noise and disruption caused by the streetcars made land directly on the route less valuable for residential use. The effect was that within a short time of the installation of streetcar lines, often only a few years,

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houses along streetcar routes and at their intersections, were replaced by commercial buildings in suburban neighborhoods throughout Dallas.

The intersection of the Bryan and Peak streetcar lines provided one of the busy pedestrian traffic zones in the city. Both were vital to suburban commuters in the growing neighborhoods east and west of central Dallas. In addition, by 1912, the Bryan line was incorporated as the entry line of the Interurban system from Denison and Sherman, north of Dallas. The Interurban brought out-of-town passengers to their first Dallas stop at the corner of Peak and Bryan avenues. Within a few years, brick commercial buildings replaced houses on all but one lot at the intersection of the two streetcar lines. The stores provided goods, services and entertainment to commuters and area residents throughout the 1910s and 1920s. The Great Depression of the 1930s left many of the stores at the corner vacant, and city services including streetcar maintenance were reduced. Although streetcar ridership experienced a brief resurgence during World War II, when cars and fuel were in short supply, increased popularity of the personal automobile, coupled with newer, more popular additions in the far suburbs during the post-war period, meant the decline of both the streetcar system and the commercial center it spawned.

The establishment of the Houston & Texas Central (H&TC) railroad depot more than a mile east of the Dallas Courthouse resulted in the growth of a separate city, incorporated as East Dallas (1880-1889). The Bryan-Peak Commercial Historic District is contained within the boundaries of the old city of East Dallas (see figure 1), and was part of the 200-acre homestead that Dallas County pioneer, Jefferson Peak, platted as Peak's Suburban Addition in 1879 (see figure 2). Peak's son-in-law, Thomas Field, was responsible for the much of the early development of the addition which was largely a piecemeal division of the Peak estate with palatial houses sited on full and half-block lots (figure 3, 1905 Sanborn map). This first phase of development ended abruptly in 1893 when economic depressions halted nearly all building projects in Dallas. Many wealthy residents of Peak's Addition, including Field, lost their savings and their homes. When building resumed, about 10 years later, many of the large estates were subdivided for more densely spaced single-family homes during a second phase of residential development that lasted until about 1920. There are no remaining examples of the architecture from the first phase of development in or near the Bryan-Peak Commercial Historic District, although a number of houses survive from the second residential phase, particularly along Peak, just south of the district.

When the economy recovered from the depressions of the mid-1890s, streetcar and real estate ventures resurfaced. In 1902, streetcar lines were installed on a number of East Dallas

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streets including Washington Street, Haskell Avenue, Main Street and Peak Avenue (Jensen, 1973). The Capitol car line which ran the length of Peak Avenue, was the easternmost line in the streetcar network and a vital link for crosstown transfers at its intersections with car lines on Main and Elm streets and, in 1906, Bryan Avenue. These new and extended streetcar lines opened all of East Dallas, including the old Peak homestead lands, to intensive residential development between 1902 and 1912. The 1905 Sanborn maps show East Dallas to be overwhelmingly residential in nature with hundreds of newly built houses sited on 40-60 foot lots. Two remaining houses from this period, just south of the district boundaries, are the Walker House at 1304 N. Peak and the Rupard House at 1306 N. Peak. While many houses near the intersection of Bryan and Peak were demolished when commercial needs took precedence, in the 1910s and 1920s, the Walker and Rupard houses were simply converted to commercial use. Non-residential exceptions in 1905 were the many churches and several schools, a carpenter's shop, a nursery, the Dallas Consolidated Railway complex at the corner of Elm and Peak streets and a 2-bay frame commercial building at the southwest corner of Bryan and Peak avenues. The circa 1902 building (replaced in 1912) housed the Acme Grocery and Bradley Drugstore, the first of many businesses to find the corner hospitable to commercial enterprise.

One factor in the development of the intersection as a major commercial node was the establishment of new suburban additions to the north and east which warranted the suburban streetcar lines. In the early days of suburban boom, streetcar lines preceded development and were used as inducements to buy real estate far from the city center. This had been the case throughout East Dallas where residential blocks were firmly established along streetcar lines before commercial buildings made their appearance. By 1905, nearly all the lots in blocks adjacent to the Bryan-Peak intersection were occupied with residences (see figure 3). By 1910, when new subdivisions were being heavily promoted in Munger Place (1905), Highland Park (1907), Monarch Place (1907), and Junius Heights (1907) to the north and east of East Dallas, streetcars along Bryan Avenue and Elm Street were already in place to transport potential buyers to the new additions. Once the additions were established, the Bryan Avenue and Elm Street carlines became the major arteries carrying commuters to and from the central business district to the suburbs.

In 1910, Fort Worth developer Richard Vickery organized the Dallas Street Railway to construct and operate street railway shuttles from existing lines to new additions beyond the city limits (Jensen, 1973). The Bryan Avenue line was extended beyond Fitzhugh Avenue and laid with double tracking to serve and promote his Vickery Heights addition and the older Belmont addition. With the Bryan line extended, all of East Dallas and the suburbs

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beyond were well-served by the network of streetcar lines. The Capitol and Main lines ran east and west on Main Street, turning north on Peak Avenue to connect with the Junius Heights carline which traveled east and west on Elm Street. From the intersection of Elm and Peak streets, commuters could travel north on Peak aboard the Capitol carline or continue west on the Junius Heights car line which jogged at Carroll Avenue to continue along Columbia Place. From the intersection of the Capitol (Peak Avenue) carline with the Vickery Heights & Belmont lines (Bryan Avenue) one could travel east to the new additions in Munger Place, Vickery Place and Belmont, or turn north to Highland Park, Monarch Place and Oak Lawn. From either intersection, the rider could transfer to the Main line which returned to downtown Dallas. Of course, the Bryan-Peak intersection was also the terminus for the many commuters who lived along Swiss, Gaston, Sycamore and other streets that made up residential core of East Dallas.

Suburban growth to the east added to the consumer base already established in East Dallas but many of the newer additions had deed restrictions that prohibited commercial encroachment within them. East Dallas had no such restrictions, however, and, as demand increased with the proliferation of outlying subdivisions, retail shops began to replace residences along the Bryan, Peak and Elm streetcar lines. The transfer points at the Elm-Peak and Bryan-Peak streetcar intersections were particularly ideal locations for commuters to purchase last-minute grocery or drugstore items before catching the transfer bus home. Predictably, grocery and drug stores were among the first commercial buildings constructed at these intersections. About 1903, following the installation of the Capitol carline on Peak Avenue the year before, a 2-bay, 2-story frame commercial building was constructed at the southwest corner of the intersection of Bryan and Peak avenues, facing Peak Avenue (see figure 3). Shortly after 1905, an adjoining unit was added at the rear of the complex facing Bryan Avenue. From their construction through 1910, the buildings housed Kelton Drug Co. (1333 N. Peak), Q. O. Bradley Drugs (4216 Bryan), and Acme Grocery (1331 N. Peak). Although the frame building on Peak Avenue was replaced by the extant brick Rice Building in 1912, its early presence on Peak Avenue helped establish the commercial identity of the intersection.

Another factor that may have contributed to the development of a more comprehensive commercial node at the Bryan-Peak intersection over the Elm-Peak transfer point, was simply space availability. One of the salient characteristics of streetcar suburb evolution involved commercial encroachment into residential neighborhoods along streetcar lines and the formation of commercial nodes at transfer points and intersections of major lines. In the absence of zoning restrictions, it was typical for residential streets in Dallas to convert fairly

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rapidly to commercial use along streetcar lines where commuter traffic was heavy, as evidenced by commercial nodes at the streetcar intersections at Colonial and Forest avenues, Columbia Place and Carroll Avenue, Elm Street and Peak Avenue, and Bryan and Peak avenues. While the Capitol carline on Peak Avenue intersected with both Elm and Bryan streets, the Dallas Consolidated Railway Company with its extensive car barns, offices and maintenance yards, monopolized two full corners at the Elm Street junction, leaving only two residential corners available for re-development as businesses. Of the two locations, the Bryan-Peak intersection had the greater potential for commercial advantage simply because it had two additional corner, yet by 1910 businesses had replaced houses on both corners opposite the streetcar barns at Elm and Peak streets while only one corner of the Bryan-Peak intersection contained commercial buildings. Houses occupied the remaining three corners. This may have been due to the more recent construction of the houses at Bryan-Peak (circa 1902) while the Elm Street houses were older, dating from the initial period of development prior to 1893.

The great impetus for commercial re-development of the Bryan-Peak intersection occurred when the Bryan Avenue streetcar line was connected to the Interurban railroad in 1908. The Interurban brought passengers from Denison and Sherman, to the north, into Dallas via Bryan Avenue. Within a few years of its inaugural trip, the Interurban offered regular service across the "Blackland Belt" and, by "linking urban areas with the countryside, it stimulated suburban development, and made conveniences of the city available to the rural population (Myers, 1982:16). It also brought Texans from outlying regions to the city on shopping expeditions. Upon entering the city, the Interurban made its first stop at the intersection of the crosstown streetcar on Peak Avenue, assuring the commercial future of the district and spurring construction of several building complexes. The effect was almost immediate. In 1912, shortly after the Interurban began making regular trips out Bryan Avenue, a new 3-bay, 1-story brick commercial complex was constructed at the northwest corner of the intersection (4219-23 Bryan Avenue). By the end of the year, two of the units were occupied by the Bradley & Clanton Drugstore (Bradley moved across the street) and a grocery store run by Mrs. Hilda Stuckert. In fact, Bradley Drugstore was one of only six places one could purchase Interurban tickets in Dallas (Myers, 1982:16). In that same year, the frame store building at the southwest corner of the intersection was replaced by three attached 2-story brick store buildings (1329-31-33 N. Peak). Owner/contractor S. P. Rice obtained a permit in May of 1912 to construct the buildings at a cost projected at \$13,000. The Acme Grocery and Market (1331 N. Peak) remained in the complex with the English Pharmacy occupying the corner unit (1333 N. Peak). They were joined by Haskell Plumbing

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(1329 N. Peak) and several tenants who took up residency in the second-story apartments (City building permits, 1912; City directories, 1901-1913).

The increased commercial space allowed for a variety of new services that went beyond the basic necessities. Young Nevills installed a barbershop at the rear of the Rice Building (4216 Bryan), and Ruie Nichols opened a cleaning and pressing shop in the adjacent storefront (4218 Bryan). In 1913, following the construction of the Rice Building, a 2-story frame apartment building, known as the Rice Flats, was constructed immediately south of the Rice Building (the name "Rice Flats" was later attributed to the Rice Building, possibly because the second floor contained apartments). The Rice Flats was one of the first of many such apartment buildings that appeared in East Dallas along the streetcar lines and adjacent streets. The original frame apartment building was replaced about 1923 by the extant 2-story brick U. S. Post Office (1325-27 N. Peak) building which is a Contributing building in the Bryan-Peak Commercial Historic District.

By 1915, although the city directory showed all of the 4300 block of Bryan Avenue occupied by single-family houses, the commercial exploitation of the intersection was inevitable. Increased commuter traffic on the Interurban at that time was apparently sufficient to support three grocery stores, two pharmacies, a plumbing company, barber shop and clothes cleaners. Their success may have stimulated plans for commercial buildings at the northeast and southeast corners of the intersection. In May, 1915, the real estate firm of Murphy & Stone applied for a building permit for owner W. E. Rucker to construct a 1-story brick store building at 4300-02-04 Bryan Avenue at the southeast corner of N. Peak. John W. Martin was to be contractor for the construction of the \$15,000 building complex that replaced residences on the east side of Peak Avenue and the south side of Bryan Avenue.

Still, single- and multi-family residential buildings persisted on Bryan and Peak avenues beyond the commercial node at the intersection. In 1916, before Dallas enacted any zoning regulations, all types of buildings were available for rent or purchase in the Bryan-Peak area. A typical classified section of the newspaper advertised the "Cheapest Apartment Lot in Dallas with South front near Peak and Bryan Streets. Elegant Neighborhood" (Dallas Morning News [DMN], June 4, 1916). Other advertisements touted "Apartment locations on Worth near Peak" (DMN, 1914). A single-family dwelling in the vicinity was advertised as "A nice little home in East Dallas. Close to carline near Peak and Ross (two blocks north of Bryan Avenue). Good neighborhood. \$2,500" (DMN, June 4, 1916). Advertisements appealed to those wishing inexpensive suburban living in a nice neighborhood with access to

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the streetcars. It was unnecessary, in most cases, to mention the carlines on Peak and Bryan, as they were well known by most Dallasites at that time.

However, fewer single-family houses were being constructed in this section of East Dallas by the late 1910s, and those that were built were less valuable than those in newer, more prestigious neighborhoods. A 2-story, 8-room frame house at 4801 Worth Street, about five blocks southeast of the Bryan-Peak intersection, was advertised by J.J. Miller for \$2,600 (DMN, 1916) while homes in Munger Place, a neighborhood only one block east on Worth Street but protected from commercial encroachment by deed restrictions, were selling for \$9,000-\$12,000 at the same time. Munger's advertisements often exhorted customers to "trade up", presumably by selling their homes in places like Colonial Hill or East Dallas and moving to Munger Place (DMN var. 1907-16). Munger Place was clearly the more exclusive spot but East Dallas was still a desirable place to live. However, East Dallas lots that fronted streetcar lines were becoming more valuable for their commercial possibilities than for residential use. Many of old estates that survived the intense residential building boom of the early 1900s were demolished in the late 1910s and early 1920s, especially those along Gaston and Swiss avenues. They were most often re-developed for multi-family "flats" or apartment buildings such as those at 4310 and 4400 Gaston Avenue, while lots at streetcar intersections were re-developed for commercial use. In the Bryan-Peak Commercial Historic District, for instance, the large estate at the northeast corner of the intersection was first broken up for single-family houses about 1910. These houses were in turn replaced with commercial buildings only a few years later when the entire intersection was converted to commercial use in response to the success of streetcar/commercial nodes.

At the close of World War I, brick commercial buildings occupied three of the four corners at the intersection of Bryan and Peak avenues, and they imparted a strong visual identity as a commercial center. Shortly after 1920, three attached brick commercial buildings (4307-09-11 Bryan) were constructed on part of an old estate that had been vacant for many years. Only the house at northeast corner remained of the many residences that previously extended eastward on Bryan Avenue. The newer businesses on Bryan and Peak avenues in the early 1920s were more diverse, possibly reflecting the generally positive economic conditions and increased product demand of the era, as well as greater consumer sophistication following the United States' involvement in European affairs. Among the new businesses at the Bryan-Peak commercial node were Our Place Delicatessen, the Bohme Furniture Company, Cory's Bakery, the Bryan-Peak Man's Shop and Mrs. J. H. Meyer's School of Artistic Dancing. The emergence of Hollywood was not lost on entrepreneurs, as the Ideal Theatre replaced residences at 4304 Bryan Avenue.

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Historic and Architectural Resources of  
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The commercialization of the intersection was complete by 1925 (see figure 4), after the 3-story brick Brannon Building (4301 Bryan) replaced the house at the northeast corner of the intersection. The Brannon Dyeing and Dry Cleaning Company (see figure 4), which occupied the new store was established many years prior to the construction of the building about 1923. In 1925 the building housed, in addition to the dry cleaning operation, a number of other businesses including the East Dallas Shoe Shop, Ginn's Department Store and Shadowland Dance Hall. About that time, the original Rice Flats building was purchased by the U. S. postal service and demolished for the Peak Station Post Office (1325-27 N. Peak), which is now a police sub-station.

By 1925 the streetcar commuter could disembark the Capitol line on Peak Avenue or the Interurban and Belmont lines on Bryan Avenue, pick up groceries, retrieve the family laundry, get a haircut, fill a prescription and mail a letter before going home. The shopper could buy a new pair of shoes or a suit and meet friends for lunch at one of several cafes. For an evening's entertainment, an East Dallas couple only had to go to the Bryan-Peak intersection to take in a movie at the Ideal Theatre or the Peak Theatre (demolished) or enjoy music and dancing at the Shadowland Dance Hall in the Brannon building. The Bryan Peak commercial node had become a full-service shopping and entertainment center in every sense of the modern connotation.

If building use was a gauge of the economic and social spirit of the 1920s, so it was in the following decade. The effects of the depression, closed many businesses and between 1930-1939, several of the buildings in the Bryan-Peak Commercial Historic District were vacant. Few new building permits were issued in the early years of the depression although a number of demolition permits for older residences were obtained. Many city services were discontinued including some streetcar routes. Streetcar ridership was down with more than 30% of the workforce unemployed. The combined effect of the hard times and poor streetcar patronage led to the decline of the Bryan-Peak commercial center. One commercial use that increased in the district during the 1930s was the conversion of residences to businesses, especially home businesses, such as the Collins Health Institute (1308 Peak Street) and the Peak Beauty Shop (1310 N. Peak - demolished). It was one way to save rent.

Although streetcars regained significant ridership during the 1940s, it can probably be attributed to the lack of automobiles and fuel during the war years. In the post-war years that followed, the automobile came into full use and streetcars were phased out in Dallas by 1954. By that time, the commercial node at Bryan and Peak had lost much of its earlier luster and new shopping centers were built to service the scores of new tract housing being

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built in the far distant suburbs. Although no longer popular with the suburban crowd, the commercial district managed to survive the re-development efforts of the 1950s and 1960s that eradicated all or part of other important streetcar-era commercial nodes in Dallas.

Today, the commercial buildings clustered at the intersection of Bryan and Peak avenues, attest to the long-lasting impact of the streetcars on the building patterns they fostered in Dallas. These commercial buildings are outstanding examples of East Dallas' early commercial re-development from entirely residential to important commercial service. Built between 1912 and 1930, they mark the stage at which East Dallas' became recognized more for its importance as a commercial hub for outlying suburbs and communities than as a residential entity. While remnants of other suburban commercial nodes exist throughout Dallas, few retain their original building patterns, architectural fabric and integrity or sense of time and place as well as the Bryan-Peak Commercial Historic District.

Architecturally, the Bryan-Peak Commercial Historic District retains a distinct feeling of its early appearance by the connected rows of 1- to 3-story buildings that extend about one-half block in all directions from this intersection. The simple commercial facades clearly illustrate their most significant feature -- 1-part and 2-part commercial block forms -- while understated eclectic and popular architectural details remain intact as visual references to contemporaneous residential neighborhoods nearby. Replaced window and entry elements do not severely diminish the overall historic architectural impression of the district, generally due to the successful replication of primary design elements and proportions.

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Bryan-Peak Commercial Historic District  
Historic and Architectural Resources of  
East and South Dallas - Dallas Co., TX

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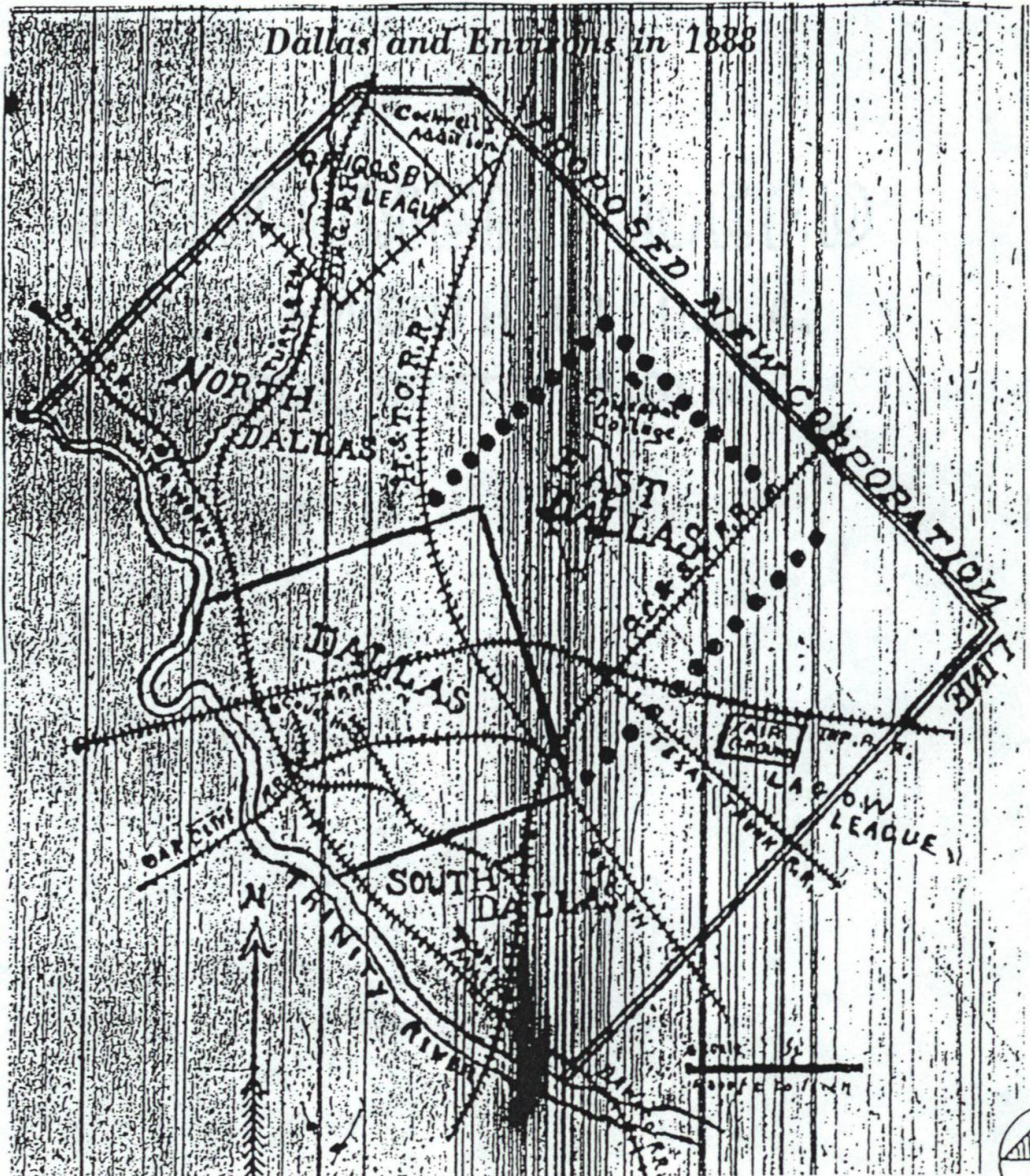
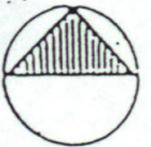


Figure 1

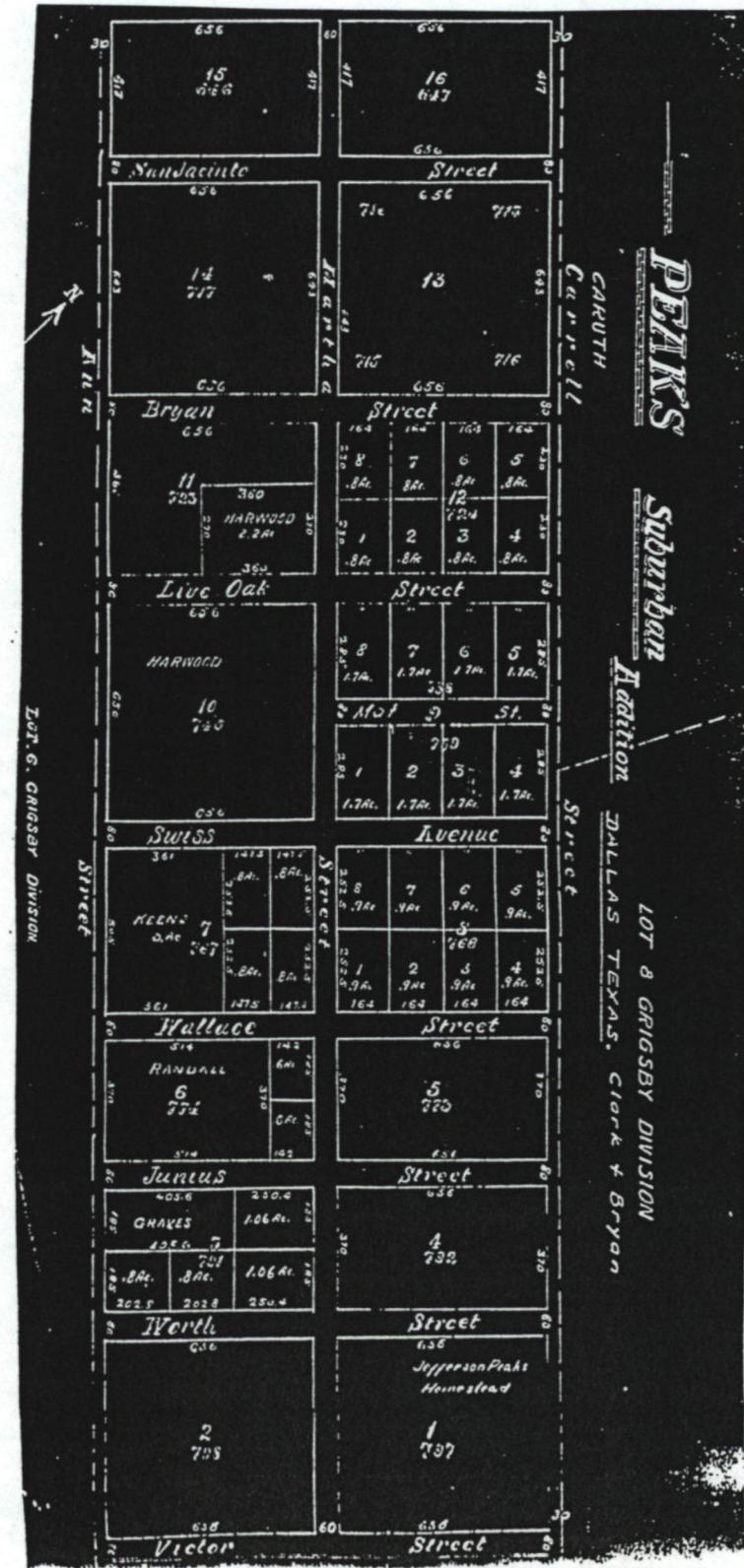


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National Park Service

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Bryan-Peak Commercial Historic District  
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Peak's Suburban Addition (1879)  
Figure 2

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Bryan-Peak Commercial Historic District  
Historic and Architectural Resources of  
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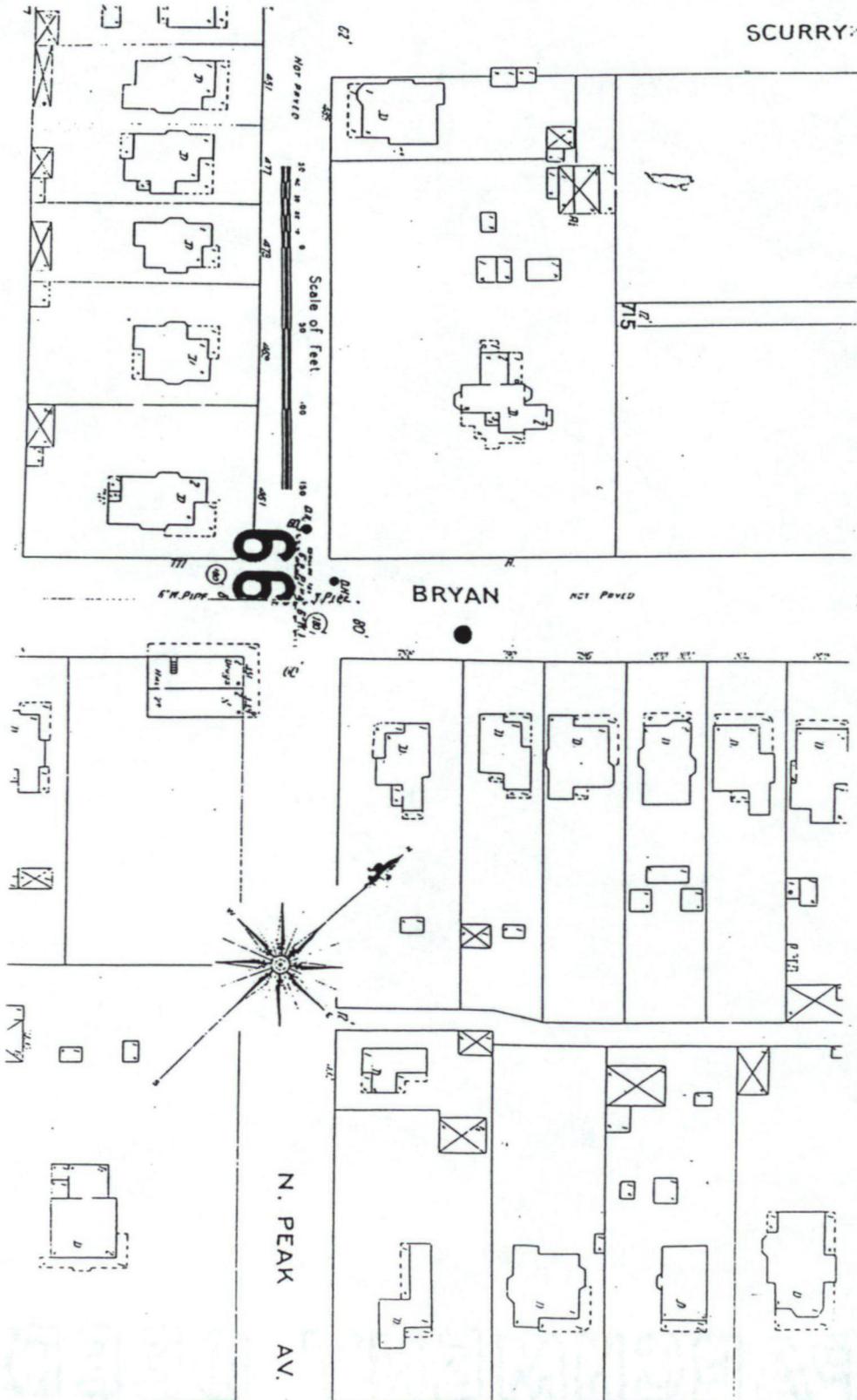


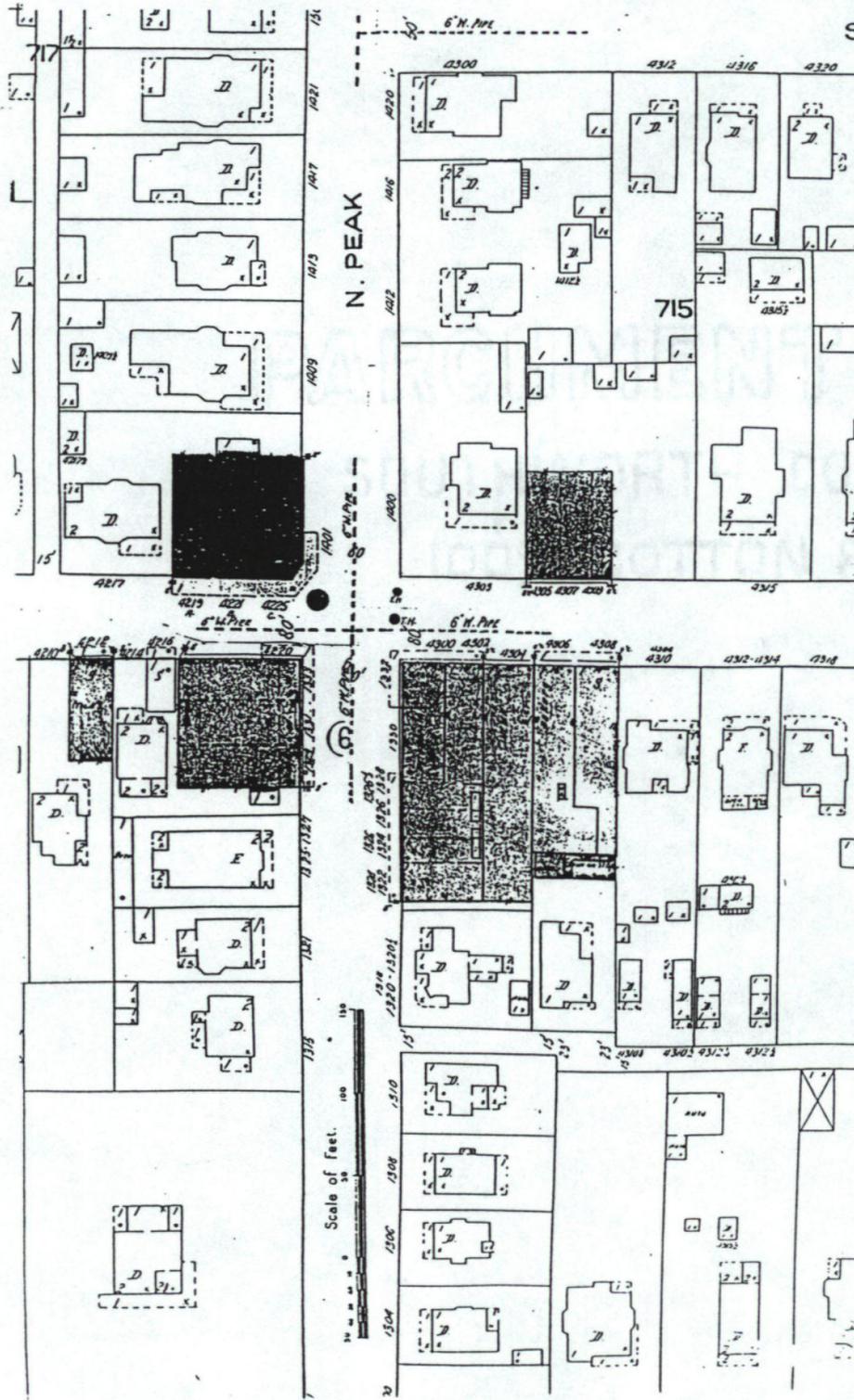
Figure 3

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# National Register of Historic Places Continuation Sheet

Bryan-Peak Commercial Historic District  
Historic and Architectural Resources of  
East and South Dallas - Dallas Co., TX

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(Figure 4)

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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** Approximately 5 acres

| UTM REFERENCES | Zone | Easting | Northing | Zone | Easting | Northing |
|----------------|------|---------|----------|------|---------|----------|
|                | 1 14 | 707960  | 3630080  | 3 14 | 708040  | 3631000  |
|                | 2 14 | 707860  | 3631980  | 4 14 | 707960  | 3630900  |

**VERBAL BOUNDARY DESCRIPTION** (see continuation sheet 10-22)

**BOUNDARY JUSTIFICATION** (see continuation sheet 10-22)

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**11. FORM PREPARED BY** (with assistance from Dwayne Jones, THC)

---

**NAME/TITLE:** Daniel Hardy/Terri Myers

**ORGANIZATION:** Hardy-Heck-Moore    **DATE:** 8-90; 12-94

**STREET & NUMBER:** 2112 Rio Grande                      **TELEPHONE:** (512) 478-8014

**CITY OR TOWN:** Austin                      **STATE:** TX    **ZIP CODE:** 78705

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

**MAPS**

**PHOTOGRAPHS**

**ADDITIONAL ITEMS**

---

**PROPERTY OWNER**

---

**NAME**    Multiple

**STREET & NUMBER**

**TELEPHONE**

**CITY OR TOWN**

**STATE**

**ZIP CODE**

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National Park Service

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VERBAL BOUNDARY DESCRIPTION

Beginning at the northwest corner of Lot 12, Block 14/717, City of Dallas, proceed east along the north property line of said lot, across Peak Avenue. Thence north along Peak to a point 150 feet southwest of Scurry Avenue, in Lot 5, Block 2/715, City of Dallas. Thence proceed in an easterly direction for 175 feet. Thence, south 146.5 feet along the eastern property line of Lot 5, Block 2/715, City of Dallas, to its intersection with Bryan Avenue. Continuing south across Bryan Avenue to the northeast corner of Lot 4, Block 12/724, City of Dallas. Thence along the eastern property line of said lot to its southeast corner. Thence, west along the rear property line and alley between Bryan and Live Oak streets to Peak Avenue. Continuing west across Peak Avenue to a point 255 feet southwest of Bryan Avenue in an unnumbered lot of Block 11/723, City of Dallas. Thence west to the southwest corner of the same lot. Thence north 255 feet along and across Bryan Avenue to the point of origin.

JUSTIFICATION OF BOUNDARIES

The Bryan-Peak Commercial Historic District has strong historical and architectural associations as the center of a streetcar-led commercial node developed to serve the surrounding suburban neighborhood. The commercial node is part of a larger, approximately eight-block area commercial and light industrial district in the northeastern quadrant of the old city of East Dallas. The Bryan-Peak commercial node retains a strong sense of its historical associations and a high degree of architectural integrity, with only minor, reversible alterations and one obscure, post-1945 commercial structure within its boundaries. At most boundaries, new buildings and/or parking lots clearly delineate the historic district. The Bryan-Peak commercial node is the most significant historical commercial grouping within the East Dallas survey area.

To the northeast of the district, modern buildings and parking lots fill out the remainder of the 4300 block of Bryan. To the southeast, an altered circa 1940s commercial building, vacant lots and parking lots prevail along the rest of the 1300 block of N. Peak. Two circa 1910 dwellings remain, but are separated by 1/2 block of vacant property. In addition, they served a domestic purpose and relate to the earlier suburban residential period that preceded the streetcar-led commercialization of the Bryan-Peak Commercial Historic District.

To the southwest a large parking lot and a modern, medium-rise office building serve as clear demarcation from the district to the lower part of 4200 block Bryan. To the northwest, parking lots and a post-1945 metal warehouse are behind buildings oriented to Bryan in the upper part of 1400 block of N. Peak.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Bryan--Peak Commercial Historic District

MULTIPLE NAME: East and South Dallas MPS

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 2/22/95                      DATE OF PENDING LIST: 3/07/95  
DATE OF 16TH DAY: 3/23/95                      DATE OF 45TH DAY: 4/08/95  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 95000327

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N    DATA PROBLEM: N    LANDSCAPE: N    LESS THAN 50 YEARS: N  
OTHER: N    PDIL: N    PERIOD: N    PROGRAM UNAPPROVED: N  
REQUEST: N    SAMPLE: N    SLR DRAFT: N    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    3/23/95 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



4217-4233 BRYAN  
BRYAN - PEAK COMMERCIAL H.D.  
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 22 of 69



4301 BRYAN  
BRYAN - PEAK COMMERCIAL H. D.  
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 23 of 69



Pro Mia

CAKES & BAKERY

the Craft Shop

the Craft Shop Save the Children

4311

4311

Save the Children

OPEN

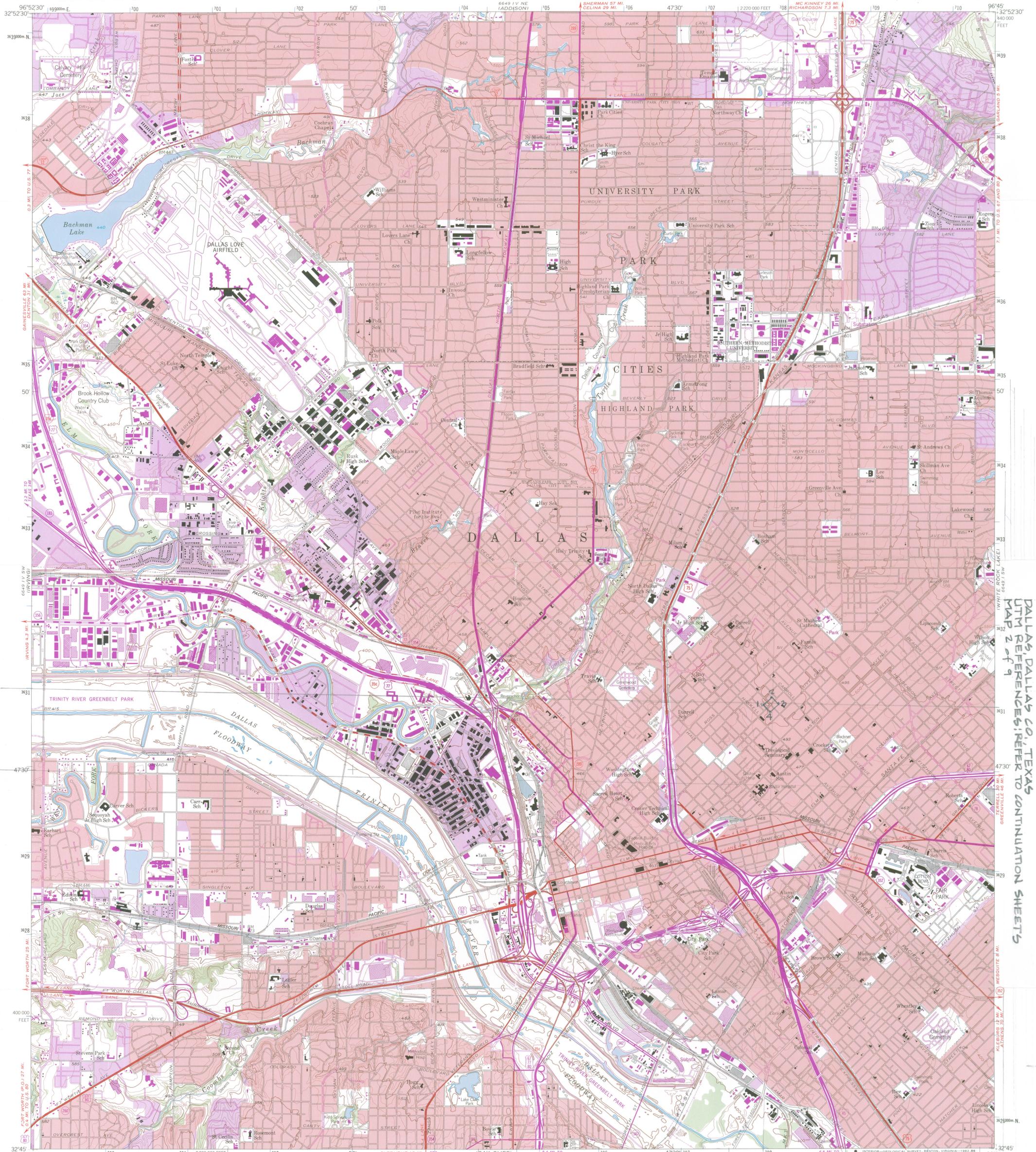


4311 BRYAN  
BRYAN-PEAK COMMERCIAL H.D.  
DALLAS, DALLAS CO., TEXAS  
PHOTOGRAPH 24 of 69



4200 BLK BRYAN  
BRYAN-PEAK COMMERCIAL H.D.  
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 25 of 69

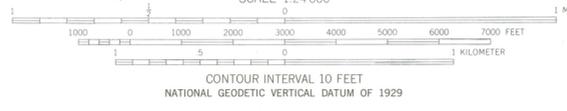


Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA  
Culture and drainage in part compiled from aerial photographs taken 1952 and 1956. Topography from City of Dallas surveys 1954 and by planetable surveys 1958

Polyconic projection. 10,000-meter grid ticks based on Texas coordinate system, north central zone. 1000-meter Universal Transverse Mercator grid ticks, zone 14, shown in blue. 1927 North American Datum. To place on the predicted North American Datum 1983 move the projection lines 10 meters south and 26 meters east as shown by dashed corner ticks

Red tint indicates areas in which only landmark buildings are shown  
Revisions shown in purple and woodland compiled from aerial photographs taken 1978 and other sources. This information not field checked. Map edited 1981  
Purple tint indicates extension of urban areas



ROAD CLASSIFICATION

|                  |                 |
|------------------|-----------------|
| Heavy-duty       | Light-duty      |
| Medium-duty      | Unimproved dirt |
| Interstate Route | U.S. Route      |
|                  | State Route     |

DALLAS, TEX.  
SE/4 CARROLLTON 15 QUADRANGLE  
N3245-W9645/7.5

1958  
PHOTOREVISED 1981  
DMA 6649 IV SE-SERIES V882

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

3296-331

HISTORIC ARCHITECTURAL RESOURCES OF EAST & SOUTH DALLAS  
BRYAN-PEAK COMMERCIAL HISTORIC DISTRICT  
DALLAS, DALLAS CO., TEXAS  
UTM REFERENCES; REFER TO CONTINUATION SHEETS  
MAP 2 of 9