

Memorandum



CITY OF DALLAS

DATE July 23, 2026

TO City of Dallas Landmark Commissioners

FROM Historic Preservation Office

SUBJECT **Landmark Commission Authorized Hearing**

District 14 Landmark Commissioner, Jason Harper, has requested that a Landmark Commission authorized hearing to consider initiation of the historic designation process for 1618 Main Street (the Neiman Marcus Building) be held. Attached is the statement of intent (per ordinance procedure) for your review.

This is a hearing to consider initiation of the historic designation process to establish a historic overlay district and not the designation of the property at this time.

Service First, Now!

Rhonda Dunn, Ph.D.

Rhonda Dunn, Ph.D.
Senior Project Coordinator
Historic Preservation Office

Enclosure(s): RD

C: Matthew Sapp, Asst. City Attorney
Raeesa Parvez Patel, Planner, Historic Preservation
Elaine Hill, Landmark Commission Secretary
Christina Paress, Sr. Planner, Historic Preservation
Adrian McClendon, Code Enforcement Officer, Historic Preservation

Marcus Watson, Chief Planner, Historic Preservation
Trevor Brown, Manager, Planning and Development
Arturo Del Castillo, Asst. Director, Planning and Development
Andreea Udrea, Ph.D., Deputy Director, Planning and Development
Emily Liu, Director, Planning and Development

April 11, 2025

Marcus W. Watson
Chief Planner – Historic Preservation
Planning and Development Department
1500 Marilla Street, Room 5CN
Dallas, Texas 75201

RE: *Statement of Intent for Historic Designation of the Neiman Marcus Building*

Mr. Watson,

Please accept this Statement of Intent in support of the historic designation of the Neiman Marcus Building, located at 1618 Main Street in Dallas, Texas, as a Dallas Landmark Structure. This iconic building holds deep historical, architectural, and cultural significance to the city of Dallas, the State of Texas, and the broader United States, making it deserving of recognition and protection under local, state, and national preservation programs.

The Neiman Marcus Building was completed in 1914 and stands as a testament to the visionary spirit of its founders, Herbert Marcus, Carrie Marcus Neiman, and Abraham Lincoln Neiman, and their commitment to establishing Dallas as a hub of innovation and luxury in the retail industry. As the birthplace of the renowned Neiman Marcus brand, this building represents the beginnings of what would grow into a national symbol of high-end fashion, culture, and service. The Neiman Marcus name is intrinsically linked to Dallas's growth and identity, and the building itself has played a pivotal role in shaping the city's reputation as a center of commerce and elegance.

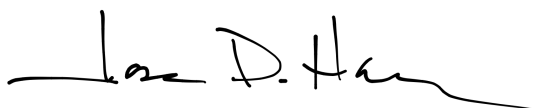
Architecturally, the Neiman Marcus Building is a stunning example of early 20th-century commercial design. Its elegant Beaux-Arts style showcases a blend of classical detailing and modern materials that defined the era's urban commercial architecture. The building's ornate terracotta façade and grand windows reflect the craftsmanship and design ethos of the period, making it an architectural landmark. In addition to its beauty, the building's design represents the evolution of Dallas as a thriving city, transitioning from its early 20th-century roots into a growing metropolis that would later influence global commerce and culture.

The significance of this building extends beyond its architectural beauty and retail history; it has also been the site of countless cultural and social milestones. Throughout its history, the Neiman Marcus Building has hosted important community events, served as a gathering place for prominent Dallas families, and welcomed national and international visitors seeking the highest quality in retail. The building's role in shaping Dallas's cultural landscape cannot be overstated, and its ongoing influence continues to impact the city's development.

Furthermore, the Neiman Marcus Building has a profound connection to the broader history of the department store industry and American consumer culture. As one of the first luxury department stores in the country, the Neiman Marcus Building represents the evolution of retail from local merchants to the grand, nationally recognized institutions that defined the 20th century. The building is not merely a place of commerce but also an embodiment of the changing nature of American society and urban life during its time.

I respectfully request that the Neiman Marcus Building at 1618 Main Street be granted historic designation to ensure its preservation for future generations. By designating the building as a Dallas Landmark Structure, we will honor the legacy of those who contributed to its construction and cultural impact while safeguarding the architectural and historical integrity of one of Dallas's most significant landmarks.

Respectfully,

A handwritten signature in black ink, appearing to read "Jason D. Harper", with a long horizontal flourish extending to the right.

Jason D. Harper