

**HISTORIC LANDMARK COMMISSION
DECEMBER 17, 2012
DEMOLITION AND RELOCATION PERMITS
304 W. 4TH STREET
HDP-2012-0356**

PROPOSAL

Demolish a ca. 1912 warehouse.

ARCHITECTURE

One-story, rectangular-plan flat-roofed brick warehouse with a raised entry, ornamental raised brick horizontal courses across the front; paired and triple 4:4 fenestration; shaped brick parapet.

RESEARCH

The warehouse was built as the National Biscuit Company (Nabisco) warehouse in 1912 on the site of a former residence that was squeezed between a wood yard and coal shed to the east and a “female boarding” house to the west. Nabisco occupied the building as their warehouse from 1912 until 1954, when they moved to 615 South Lamar Boulevard. The building continued to serve as a warehouse, for Airline Vans in the mid-1950s, and then for the Red Ball Transfer and Storage Company, operated by Al Dyer, until the mid-1960s. The building was vacant from the late 1960s until the early 1980s, when it re-opened as the Hollywood Bar. It was vacant again in the early 1990s then re-opened as the Ginger Man, a multi-tap beer bar, which remained here until relocating around the corner to the 300 block of Lavaca Street several years ago. The last enterprise in the building was another bar, the Ghost Room, which closed earlier this year.

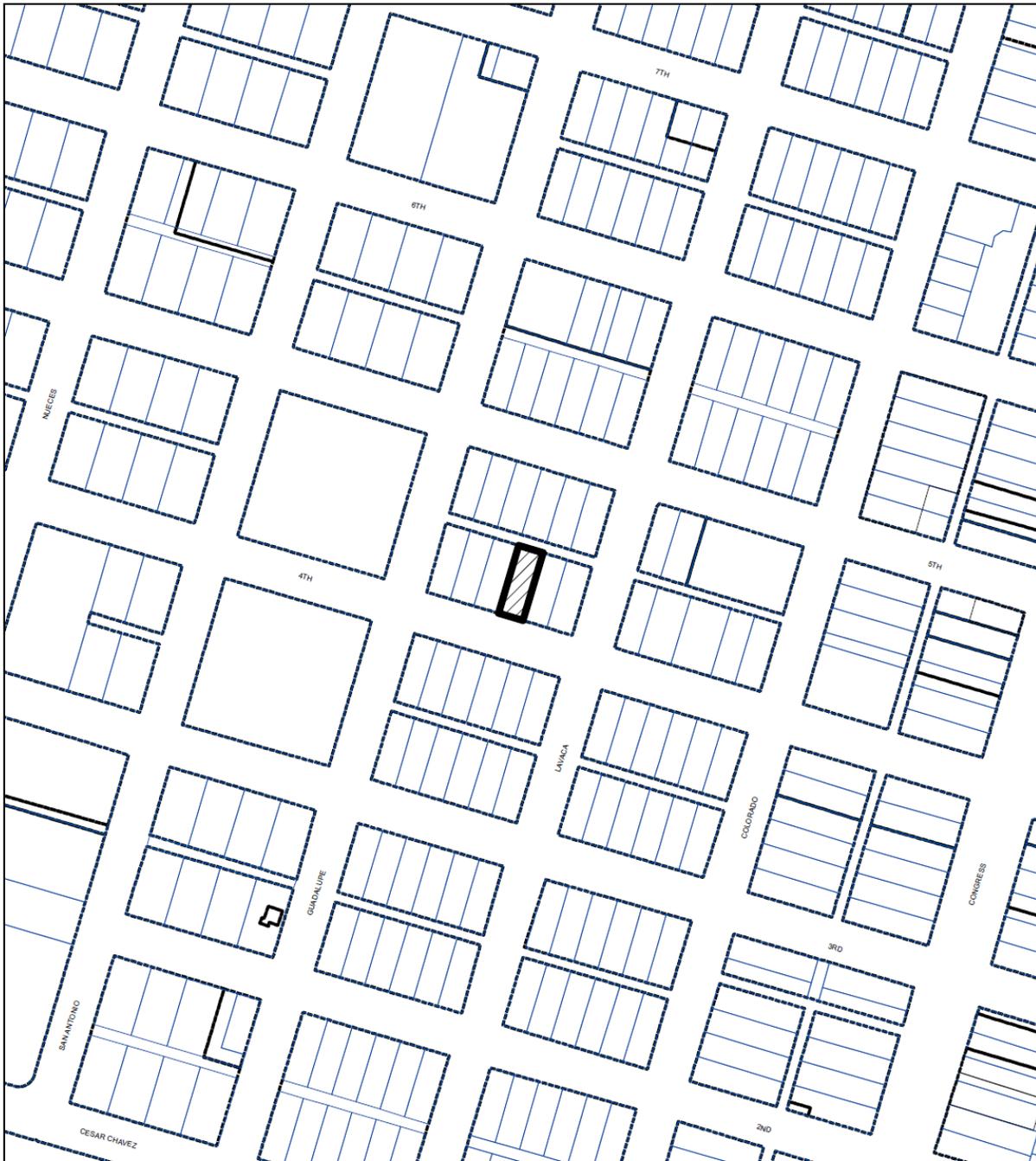
STAFF COMMENTS

The building is listed in the Comprehensive Cultural Resources Survey (1984) as a Priority 2 for research.

STAFF RECOMMENDATION

Encourage the meaningful incorporation of the building or a portion of the building in the proposed new development. This building is either the second or third oldest (after the Nelson Davis Warehouse (Spaghetti Warehouse) and the Merchants Transfer Company (Truluck’s)) buildings in the Warehouse District, and has the highest level of architectural integrity and ornamentation of the three, if not the entire District. Staff is optimistic that this building can be meaningfully incorporated into the proposed new development as it has a great deal of architectural significance and embodies the history and character of the Warehouse District.

LOCATION MAP



-  SUBJECT TRACT
-  ZONING BOUNDARY

CASE#: HDP-2012-0356
LOCATION: 304 W. 4th Street



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304 W. 4th Street
ca. 1912





OCCUPANCY HISTORY 304 W. 4th Street

From City Directories
Austin History Center
City Historic Preservation Office
February, 2007

1992	Vacant
1984	The Hollywood Bar R.S. Maceo, proprietor
1978	Vacant
1975	Vacant
1973	Vacant
1969	Vacant
1968	Vacant
1963	Red Ball Transfer and Storage National Carloading Corporation Al Dyer Transfer and Storage Al Dyer was listed as the proprietor of all three businesses.
1958	Airline Vans Robert W. Mullen, manager
1957	Airline Vans Robert W. Mullen, manager NOTE: The National Biscuit Company had moved to 615 S. Lamar Boulevard. Frank Rubarth was listed as the manager.
1955	National Biscuit Company Warehouse Frank Rubarth, manager
1954	National Biscuit Company Warehouse Frank Rubarth, manager
1953	National Biscuit Company Warehouse Frank Rubarth, manager
1949	National Biscuit Company (wholesale) Robert F. Rubarth, manager
1947	National Biscuit Company (wholesale) Robert F. Rubarth, manager

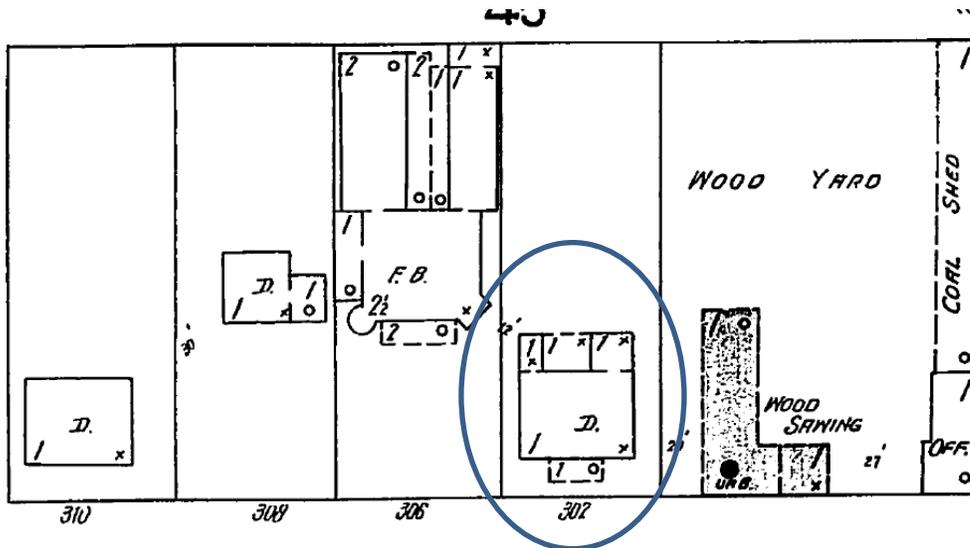
1944-45	National Biscuit Company (wholesale) Robert F. Rubarth, manager
1942	National Biscuit Company (wholesale) Robert F. Rubarth, manager
1940	National Biscuit Company Cuthbert C. Johnson, manager
1937	National Biscuit Company Cuthbert C. Johnson, manager
1935	National Biscuit Company D.A. McCord, manager
1932-33	National Biscuit Company D.A. McCord, manager
1930-31	National Biscuit Company Herman R. Eady, manager
1929	National Biscuit Company Louis S. Wilson, manager
1927	National Biscuit Company Louis S. Wilson, manager
1924	Griffith Drug Company warehouse NOTE: The retail drug store was in the Scarbrough Building.
1922	Charles E. Dildy Wholesale produce
1920	Vacant NOTE: The National Biscuit Company is not listed in the directory.
1918	National Biscuit Company Abner H. Osburn, manager
1916	National Biscuit Company Gabriel R. Smith, manager
1914	National Biscuit Company Gabriel R. Smith, manager
1912-13	National Biscuit Company Gabriel R. Smith, sales agent
1910-11	The entire north side of the 300 block of W. 4 th Street was residential. NOTE: The National Biscuit Company was located at 112 Congress Avenue. Gabriel R. Smith was listed as the agent.

NOTE: From 1918 to 1922, and again from 1935 to 1942, there was a house listed in city directories at 306 W. 4th Street, which the 1935 Sanborn map shows was located far back on

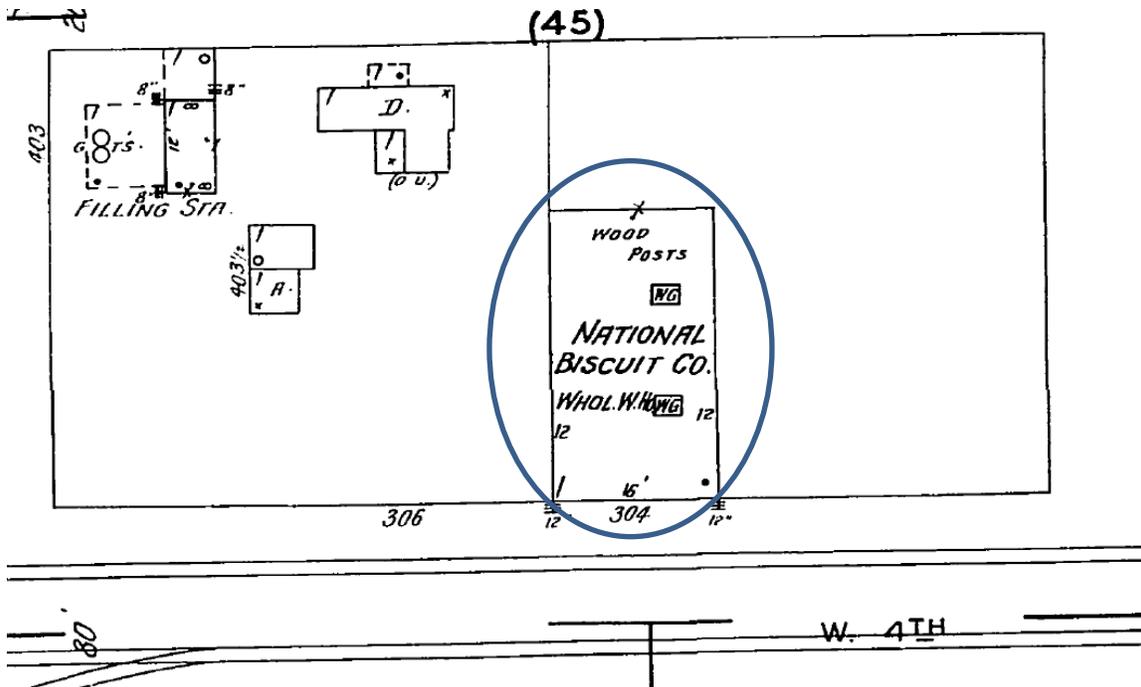
the lot immediately to the west of this building on what was the stage area of the Waterloo Brewing Company in the 1990s, and is now a parking lot.



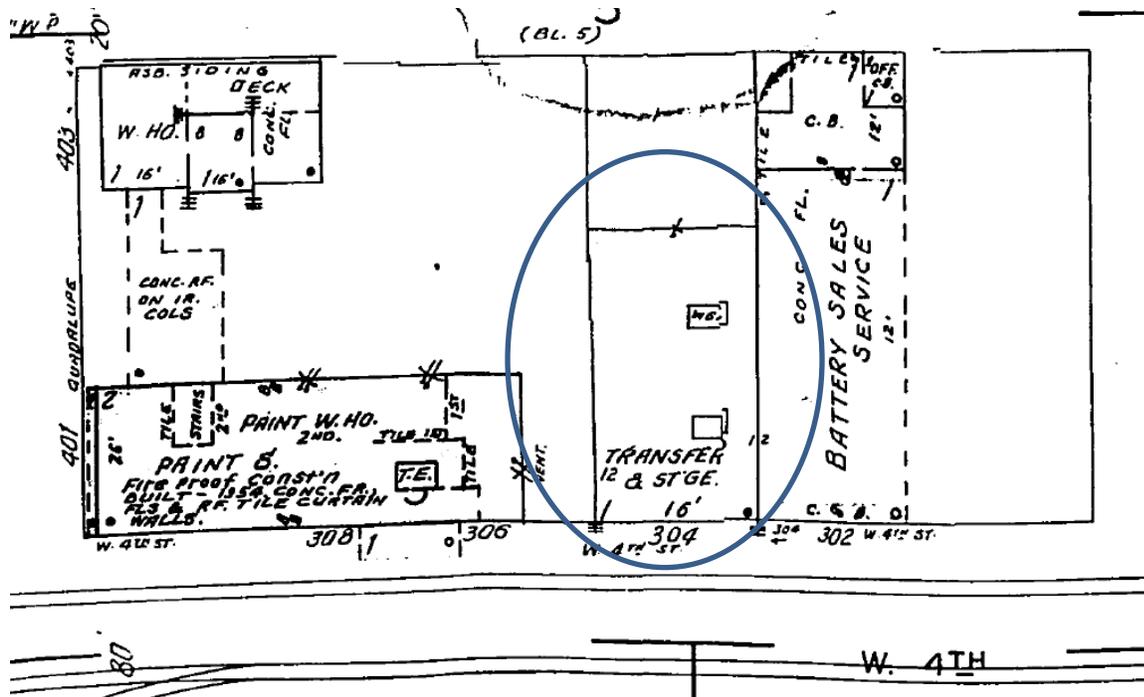
Advertisement for Shredded Wheat, produced by the National Biscuit Company
Austin American, April 10, 1938



The 1900 Sanborn map shows a wood yard and coal shed on what is now a parking lot at the northwest corner of 4th and Lavaca Streets. A one-story dwelling (second lot in from the right) is on the site of the current building. Next door to the west is a 2 ½ story female boarding house with a two-story front porch.



The 1935 Sanborn map shows that the site of the wood yard and coal shed at the Lavaca (right) side of the block was now vacant and the National Biscuit Company was occupying the current building, which was constructed around 1912.



The 1961 Sanborn map shows the current building at 304 W. 4th Street as a transfer and storage warehouse. The National Biscuit Company had moved to 615 S. Lamar in 1954, and Al Dyer's Red Ball Transfer and Storage Company was located in this building. There was a battery sales and service company in the building immediately to the east of the current building; it has since been demolished and is now a parking lot. Bradford Paint had their offices and warehouse in the building to the west, facing Guadalupe Street (bottom left corner of the map).

