

HISTORIC LANDMARK COMMISSION
 DECEMBER 16, 2019
 DEMOLITION AND RELOCATION PERMITS
 HDP-2019-0676
 419 COLORADO STREET / 107-21 W. 5TH STREET

PROPOSAL

Demolish a ca. 1921 commercial building.

ARCHITECTURE

One-story, rectangular-plan, flat-roofed brick commercial building that has been heavily modified. Although the Colorado Street and 5th Street elevations appear different, the 1962 Sanborn map shows this to be one continuous building that has been divided into various storefronts over the years.

RESEARCH

It is difficult to pinpoint the exact construction date of this building, as the 1962 Sanborn map shows it as a continuous building from Colorado Street to the alley, but there was a filling station and tire company on Colorado Street for many years with a cutaway corner at 5th and Colorado, and another filling station a little to the east along 5th Street. The current configuration of the building likely dates from around 1950, when the use of the spaces changed from auto filling stations, tire shops, and repair shops to offices, and although there is no building permit to verify it, staff believes that the building was built out from Colorado Street to the alley at that time. Two prominent real estate and insurance firms (Payne and Wiley, and Montandon and Pihlgren) had offices mid-block on 5th Street from the 1950s through the 1970s; Payne and Wiley became the T.E. Wiley Company, which also built houses; Montandon and Pihlgren became the sole office of Arthur Pihlgren, who remained prominent in real estate for many years. The Christian Science Reading Room was located in this building the late 1950s and early 1960s, but later tenants of the building appear to have become more associated with loan companies, bail bonds, work uniforms, and other less professional businesses. All the spaces in this building were being used as restaurants in the 1990s, and each restaurant appears to have made major modifications to the façade of the building.

STAFF COMMENTS

The building is not listed in the Comprehensive Cultural Resources Survey (1984).

Staff has evaluated this building for designation as a historic landmark and has determined that it does not meet the criteria for designation because of its extensive modifications.

- a. **Architecture.** The building started off as a tire shop on the corner at 5th and Colorado Streets with a cutaway corner and service bay. That configuration has long since changed, and the building now presents a modified modern streetscape with no apparent relation to its history.
- b. **Historical association.** The building had a number of automobile-related uses in the 1920s until around 1950, when it appears to have been converted to office space; two principal tenants in the 1950s and 1960s were T.E. Wiley and Arthur Pihlgren, both prominent real estate brokers; Wiley was a builder a well.
- c. **Archaeology.** The building was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
- d. **Community value.** The building has lost its identity as either an auto-related business or a warehouse, and therefore does not reflect the same context as the

other buildings in the 400 block of Colorado Street. There does not appear to be any basis for determining that this building has community value as defined by the Land Development Code.




- e. **Landscape feature.** The property is not a significant natural or designed landscape with artistic, aesthetic, cultural, or historical value to the city.

STAFF RECOMMENDATION

Release the permit upon completion of a City of Austin Documentation Package, consisting of photographs of all elevations, a dimensioned sketch plan, and a narrative history, for archiving at the Austin History Center. While the buildings have been heavily modified from their original appearance, documentation of the current appearance of the building will be a useful resource for researchers looking to document the history of the Warehouse District.

LOCATION MAP



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

1" = 333'

NOTIFICATIONS

CASE#: HDP-2019-0676

LOCATION: 107 W 5TH STREET

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



419 Colorado Street / 119-121 W. 5th Street
ca. 1921



2009 photograph



2009 photograph showing the 5th Street elevation



2019 photograph

OCCUPANCY HISTORY

419 Colorado Street/119-121 W. 5th Street

City Directory Research, Austin History Center
By City Historic Preservation Office
November, 2008

- | | |
|------|---|
| 1992 | <p>419 Colorado Street
The address is not listed in the directory.</p> <p>121 W. 5th Street
Lee Cook, the Wokaholic Restaurant</p> <p>119 W. 5th Street
Wokaholic overflow</p> |
| 1987 | <p>419 Colorado Street
The address is not listed in the directory.</p> <p>121 W. 5th Street
Bagels R Us Bakery and Deli
Joe Villada, proprietor</p> <p>119 W. 5th Street
Bagels R Us Annex</p> |
| 1981 | <p>419 Colorado Street
The address is not listed in the directory</p> <p>121 W. 5th Street
The Sandwich Shop
Jose Huezo, Edgardo Huezo and Thomas Anderson, proprietors</p> <p>119 W. 5th Street
The address is not separately listed.</p> |

- 1977 **419 Colorado Street**
The address is not listed in the directory.
121 W. 5th Street
Sandwich Shop
Valerie Whitmer, James Brison, and Anita deMoria, proprietors
119 W. 5th Street
The address is not separately listed in the directory.
- 1975 **419 Colorado Street**
The address is not listed in the directory.
121 W. 5th Street
Uniform Center
Mildred Rosenfield, manager
119 W. 5th Street
The address is not separately listed.
- 1973 **419 Colorado Street**
The address is not listed in the directory.
121 W. 5th Street
Uniform Center
Mildred Rosenfield and Esther Watson, proprietors
119 W. 5th Street
The address is not separately listed.
- 1969 **419 Colorado Street**
The address is not listed in the directory.
121 W. 5th Street
Uniform Center
Henry I. Rosenfield and Esther Watson, proprietors
119 W. 5th Street
The address is not separately listed.
- 1967 **419 Colorado Street**
The address is not listed in the directory.
121 W. 5th Street
Uniform Center
Henry I. Rosenfield, manager
119 W. 5th Street
Uniform Center
- 1963 **419 Colorado Street**
The address is not listed in the directory.
121 W. 5th Street
Uniform Center
Henry I. Rosenfield, manager
119 W. 5th Street
Bowen's Barber Shop
Louie Bowen, proprietor
- 1957 **419 Colorado Street**
The address is not listed in the directory.
121 W. 5th Street
Yetter's Beauty Box
George G. Yetter, proprietor

- 119 W. 5th Street**
 Doctors' Plan Insurance
 Southern Medical and Hospital Service, hospital insurance
 Robert A. "Bob" Green, district manager
- 1953 **419 Colorado Street**
 The address is not listed in the directory.
119 W. 5th Street
 National Life and Accident Insurance Company
 Estey R. Younglood, district manager
 NOTE: 121 W. 5th Street is not listed in the directory.
- 1949 **419 Colorado Street**
 Blue Pennant Tire Company
 Helen H. Cater, president
- 1947 **419 Colorado Street**
 Blue Pennant Tire Company
 Helen H. Cater, president
119-121 W. 5th Street
 The address is not listed in the directory.
- 1944-45 **419 Colorado Street**
 Blue Pennant Tire Company
 Helen H. Cater, president
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street higher than 109 W. 5th Street.
- 1941 **419 Colorado Street**
 Blue Pennant Tire Company
 Helen H. Cater, president
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1937 **419 Colorado Street**
 Blue Pennant Tire Company
 Helen H. Cater, proprietor
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1935 **419 Colorado Street**
 Blue Pennant Tire Company
 Glenn Cater, secretary/treasurer, manager
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1932-33 **419 Colorado Street**
 W.H. Badger, Jr.
 Filling station
119-21 W. 5th Street

No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.

- 1930-31 **419 Colorado Street**
 Badger-Mason Tire Company
 All kinds of auto accessories
 W.H. Badger, Jr. and G.H. Mason, proprietors
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1929 **419 Colorado Street**
 Badger Auto Supply and Kelly-Springfield Tires
 Walter H. Badger, Jr., proprietor
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1927 **419 Colorado Street**
 Badger Auto Supply Company
 All kinds of auto accessories, Kelly-Springfield Tires
 Walter H. Badger, Jr.
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1924 **419 Colorado Street**
 Auto Salvage Company
 Emil Traunecker, proprietor
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1922 **419 Colorado Street**
 Auto Salvage Company
 Used parts for all cars, auto repairs
 Emil Traunecker, proprietor
119-21 W. 5th Street
 No addresses are listed in the odd side of the 100 block of W. 5th Street that would correspond to this site.
- 1920 Neither 419 Colorado nor any address in the 100 block of W. 5th Street corresponding to this site is listed in the directory.
- 1918 Neither 419 Colorado nor any address in the 100 block of W. 5th Street corresponding to this site is listed in the directory.



Advertisement for the Blue Pennant Tire Company, which had their business here from the mid-1930s to around 1950.

Austin American, December 28, 1936

**Blue Pennant
Has Tire Sale**

**Good Allowance For
Old Ones Made**

The Blue Pennant Tire company, located at Fifth and Colorado streets, is now offering high prices for used tires when traded in on new Federal tires. Glenn Cater, one of the owners, announced.

Demands for used tires have exceeded the supply, he said, and now is the time for the motorist to trade in old tires to the Blue Pennant firm and receive the largest allowance ever offered in Austin.

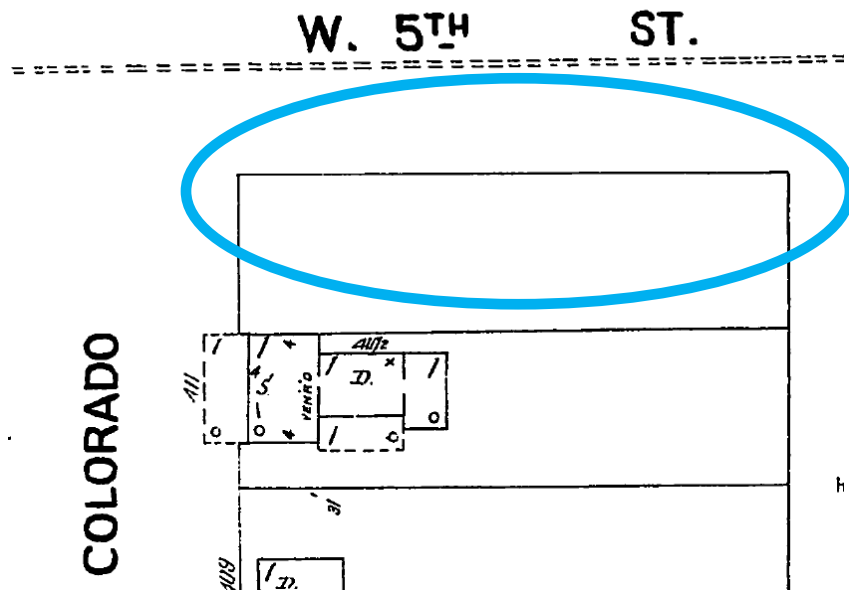
The Blue Pennant Tire company has been handling Federal tires in Austin for the last 15 years and its owners know that the quality of these tires is unequalled. The Federal tire is being constantly improved to meet motoring demands and excel in mileage performance, Mr. Cater said.

The Blue Pennant Tire company has recently improved its lubrication equipment by adding new units and is prepared to render the most efficient service. Patrons may also obtain road service by telephoning 3330.

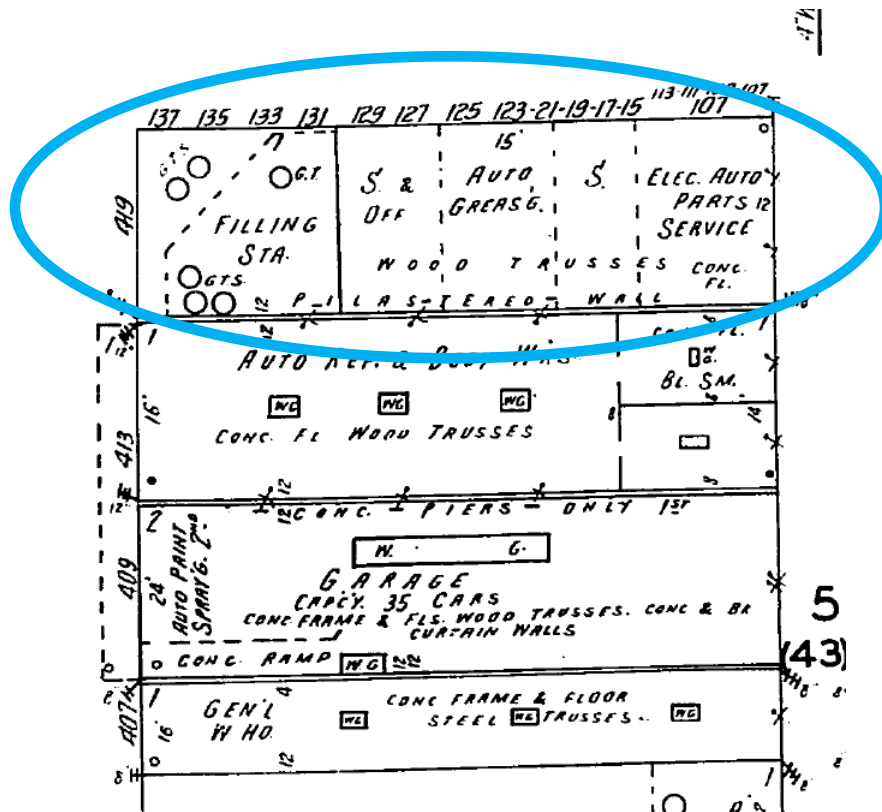
Owners of radio receivers may also be interested to know that a radio service is being operated in connection with the Blue Pennant firm. This division is in charge of J. F. Hunt, a radio technician with many years of experience, and one who is familiar with every type of radio receiver.

The Blue Pennant Tire company is an independent Austin owned concern. Besides Mr. Cater, owners of the firm are Walter Badger and Roy Austin, all of whom have had years of experience in tire, battery and lubrication service and are well known in automotive circles in Austin.

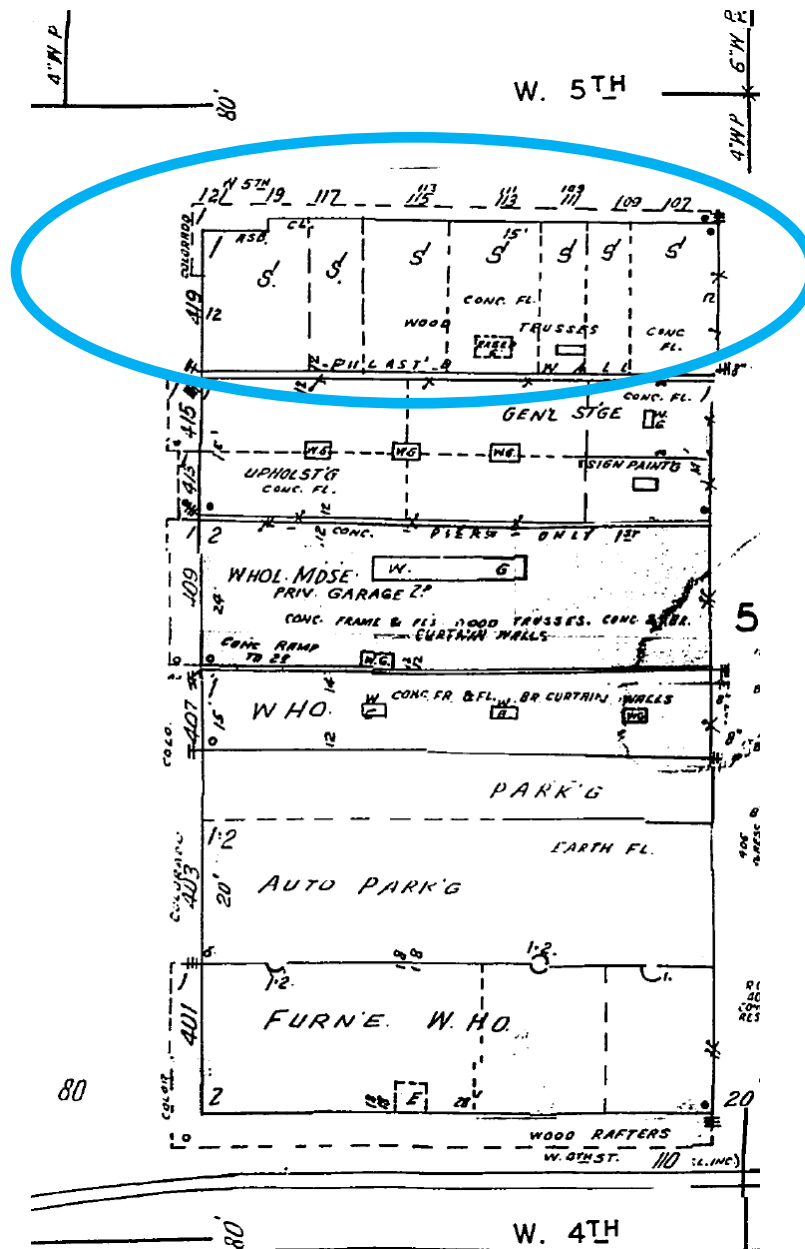
News story on the Blue Pennant Tire Store
Austin American, April 12, 1937



The 1900 Sanborn map shows the site of the current building as vacant.



The 1935 Sanborn map shows a filling station at the corner of 5th and Colorado, the site of the current building. The filling station had a cutaway corner and a canopy for service. The building is believed to date from ca. 1921; it was an auto repair and used auto parts shop until around 1925, became Walter H. Badger, Jr.'s auto supply and tire shop from around 1925 to 1934, then the Blue Pennant Tire Company operated here from around 1934 to around 1950. The building underwent a remodeling project in 1950 which apparently removed the awning and gave the building a square front on Colorado Street, although the location of the cutaway awning is still visible on the 5th Street façade of the building.



The 1961 Sanborn map shows the building in its current configuration after the 1950 remodeling. The building was extensively remodeled again in the late 1980s and then in 2000 for Kenichi Restaurant, the current tenant. The location of the former cutaway corner on the building is shown by the indentation on the 5th Street elevation. The renovation occurred with the conversion of the building from automobile-related activities to an office use.

107-117 W. 5th Street
ca. 1950



OCCUPANCY HISTORY
107-17 W. 5th Street

City Directory Research, Austin History Center
By City Historic Preservation Office
December, 2019

1992	107:	Delaware Sub Shop, sandwich shop
	109:	Dittlinger Realty
	111:	Austin Bail Bonds
	115:	Schlotzky's, sandwich shop
	117:	Vacant
1985-86	107:	Delaware Sub Shop, sandwich shop
	109:	Arthur Pihlgren, realtor
	111-15:	Schlotzky's, sandwich shop
	117-21:	Chimichanga Mexiteria, restaurant
1981	107:	Vacant
	109:	Arthur Pihlgren, realtor
	111-15:	Schlotzky's, sandwich shop
	117:	The address is not listed in the directory.
1977	107:	T.E. Wiley Company, real estate
	109:	Arthur Pihlgren, realtors
	111:	Vacant
	115:	State Bar of Texas
	117:	The address is not listed in the directory.

1973	107:	T.E. Wiley Company, real estate
	109:	Arthur Pihlgren, realtors
	111:	Vacant
	115:	Community Finance Corporation
1968	107:	T.E. Wiley Company, real estate
	109:	Arthur Pihlgren, realtors
	111:	Vacant
	115:	Community Finance Corporation
1965	107:	T.E. Wiley Company, real estate
	109:	Montandon and Pihlgren, realtors
	111:	Uniform Center
	115:	Community Finance Corporation
	117:	Vacant
1961	107:	T.E. Wiley Company, real estate
	109-11:	Montandon and Pihlgren, real estate
	113:	Christian Science Reading Room
	115:	Community Finance and Thrift Corporation
	117:	Vacant
1957	107:	Payne and Wiley Company, real estate and insurance
	109:	Montandon and Pihlgren, real estate and insurance
	111:	Toy Palace, doll shop
	113:	Christian Science Reading Room
	115:	Community Finance and Thrift Corporation
	117:	Investors Stock Exchange
1954	107:	Payne and Wiley, real estate and insurance
	109:	Montandon and Pihlgren, real estate and insurance
	111:	Hilda Marie's Dolls and Toys
	113:	Christian Science Reading Room
	115:	Community Finance and Thrift Corporation
	117:	American Cancer Society
1952	107:	Payne and Wiley, real estate and insurance
	109:	Montandon and Pihlgren, real estate and insurance
	111:	Hilda Marie's Dolls and Toys
	113:	Christian Science Reading Room
	115:	Community Finance and Thrift Corporation
	117:	Swindell Insurance Agency
		Sanders Company, real estate

NOTE: Staff believes the current building and configuration was constructed around 1950 when the older part of the building was renovated into offices. Before 1950, only a few addresses now associated with the current building were listed in city directories, and the businesses were auto repair garages, a gunsmith, an early rubber tire business, and a radio service.

1949	107:	Austin Magneto Service, auto accessories
	109:	John F. Kreuz, gunsmith
	NOTE: Payne and Wiley was located at 612 Colorado Street; Arthur Pihlgren was a salesman for Buratti & Montandon, real estate and insurance, 719 Colorado Street.	