HISTORIC LANDMARK COMMISSION JANUARY 27, 2020 DEMOLITION AND RELOCATION PERMITS HDP-2019-0754 201 E. 3RD STREET

PROPOSAL

Demolish a ca. 1904 warehouse building.

ARCHITECTURE

One-story, rectangular-plan flat-roofed brick warehouse building with a round-arched entry facing 3rd Street with stone coping at the arch and a non-historic metal-framed glazed entry; fenestration consisting of non-historic metal-framed windows, with a 1:1 configuration along the 3rd Street elevation and fixed-sash fenestration along the west elevation, all of which have stone lintels and sills. The windows along the west elevation appear to be non-historic penetrations. The other modern alteration to the building is the roof-top belvedere with a slanted roof and glass walls. The building retains faded historic commercial murals along the west elevation.

RESEARCH

The building appears to have been built around 1904 and served as a grocery warehouse and retail grocery store for the majority of its existence. The building does not appear on the 1900 Sanborn map, and the first entries for addresses that correspond to this site appear in the 1905 city directory, when the firm of Heidenheimer, Strassburger & Company occupied the building. Both Isaac Heidenheimer, Jr. and Louis Strassburger were successful wholesale grocery merchants in Austin. Heidenheimer, who was the son of a very prominent grocery merchant in Galveston, had worked for Nelson Davis & Company, whose wholesale grocery business was in the 100 block of W. 4th Street (in a city landmark building). Heidenheimer left Nelson Davis in 1888 to establish his own wholesale grocery business, and in 1896, merged with Louis Strassburger's wholesale produce company. They moved their business from the 100 block of E. 5th Street to this new building around 1904, and remained in business here until around 1932, when the company dissolved. David Lowenberger, Mrs. Heidenheimer's brother, joined the firm around 1919.

Lomis Slaughter, the proprietor of Slaughter Markets, purchased this property around 1932 and operated the Slaughter Public Market here until around World War II, when it became Slaughter Store No. 4. Lomis Slaughter was a character, and wrote a regular column for the Austin <u>American-Statesman</u> in the 1940s and 1950s, entitled "From Soop to Nutz," which combined his musings on a variety of subjects along with plugs for various grocery brands.

Slaughter had several food-related businesses in Austin, including a couple of supermarkets, a packing house (in this building), and a bakery (also in this building for a short period of time). Slaughter also rented out space in this building to the Purity Feed Company and Hatchery, which sold Purina chows, wholesale flour, poultry supplies, and baby chicks. Purity was here for a short time in the late 1930 and early-1940s; Slaughter then expanded his own businesses in this building. Lomis Slaughter, Jr. and George Slaughter were still operating a wholesale and retail grocery business out of this building in the late 1980s. The Slaughters engaged in several remodeling projects on the building during their tenure here.

The architectural firm of McGarrah Jessee renovated the building in 2000, installing new windows and doors as well as constructing the rooftop belvedere.

STAFF COMMENTS

The building (as 207 Brazos Street) was listed as a Priority 1 for research in the Comprehensive Cultural Resources Survey (1984).

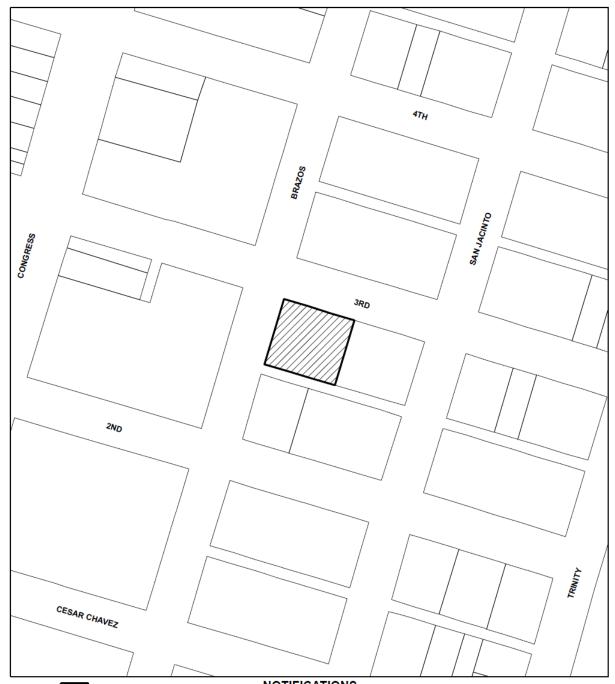
Staff has evaluated this house for designation as a historic landmark and has determined that the building does not meet the criteria for landmark designation as set forth in City Code:

- a. **Architecture.** The building is a turn-of-the 20th century brick warehouse with little architectural ornamentation absent the raised brick belt courses and stone accents at the main arch and windows. The fenestration pattern and materials on this building have been altered over the years, so while the building retains its integrity of form, its integrity of materials and design has been compromised.
- b. **Historical association**. The building was constructed to be a wholesale grocery warehouse, a function it continued to have through the late 1980s, with two principal businesses: Heidenheimer, Strassburger and Company from the time of the building's ca. 1904 construction until around 1930, and Slaughter Stores (meat packing plant and bakery) from around 1930 through the late 1980s.
- 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 does not possess a unique location, physical characteristic, or significant feature that contributes to the character, image, or cultural identity of the city, the neighborhood, or a particular demographic group. It is not within the recognized "Warehouse District."
- e. **Landscape feature**. The property is not a significant natural or designed landscape with artistic, aesthetic, cultural, or historical value to the city.

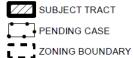
STAFF RECOMMENDATION

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. The applicant plans to incorporate some elements of the building into the new development, including the doorway arch and other aspects of the original building, as part of the amenities of the proposed high-rise building to be constructed on this site. While the building does not qualify as a historic landmark, it is appropriate to commemorate its history through the documentation package and incorporation of significant architectural features into the new construction for the site.

LOCATION MAP







NOTIFICATIONS

CASE#: HDP-2019-0754 LOCATION: ²⁰¹ E 3RD ST.

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.

1 " = 137 '

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.



207 Brazos Street/201-05 E. 3rd Street ca. 1904





Detail of the arched entry on the 3rd Street elevation and window details



Detail of wall signage on the Brazos Street elevation

OCCUPANCY HISTORY 207 Brazos Street/201-05 E. 3rd Street

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

1987 **207 Brazos Street**

Farmer Slaughter's Market Wholesale and retail groceries George Slaughter, president Lomis Slaughter, Jr., vice-president

1977 **207 Brazos Street**

Slaughter Stores, Inc. Wholesale meats George Slaughter, president Lomis Slaughter, Jr., vice-president

Slaughter Packing Company Meats George Slaughter, president Lomis Slaughter, Jr., vice-president

1967 **207 Brazos Street**

Slaughter Stores, Inc. Offices George Slaughter, president Lomis Slaughter, Jr., vice-president

Slaughter Packing Company

Meats

George Slaughter, president

Lomis Slaughter, Jr., vice-president

1957 **207 Brazos Street**

Slaughter Stores, Inc.

Groceries

George Slaughter, president

Lomis Slaughter, Jr., vice-president

Slaughter Packing Company

Wholesale meats

Lomis Slaughter, president

George Slaughter, secretary/treasurer

1953 **211 Brazos Street**

Slaughter Stores, Inc.

Groceries

George Slaughter, president

Lomis Slaughter, Jr., vice-president

Slaughter Packing Company

Wholesale meats

Lomis Slaughter, president

George Slaughter, secretary/treasurer

Otto H. Milburn, plant manager

1949 **201-05 E. 3**rd **Street**

Slaughter's Stores No. 4

Groceries

Lomis Slaughter, president

Sam L. Slaughter, vice-president

George O. Slaughter, secretary/treasurer

NOTE: The address is listed as 201-05 E. 3rd Street.

1944-45 **201 E. 3**rd **Street**

Slaughter Stores and Public Market No. 4

Wholesale and retail groceries

Lomis Slaughter, proprietor

205 E. 3rd Street

Purity Feed Company and Hatchery

Distributors of Purina chows, wholesale flour, poultry supplies, vaccines, remedies, baby chicks; custom hatching.

Marvin H. Gossett, proprietor

1941 **205 E. 3rd Street**

Purity Feed Company and Hatchery

Distributors of Purina chows, wholesale flour, poultry supplies, vaccines, remedies, baby chicks; custom hatching.

Marvin H. Gossett, proprietor

209 Brazos Street

Slaughter's Public Market

Groceries

Lomis Slaughter, proprietor

1937 **201-03 E. 3**rd **Street**

Slaughter's Public Market Groceries and meats Lomis Slaughter, proprietor

205 E. 3rd Street

Purity Feed Company and Hatchery

Distributors of Purina chows, wholesale flour, poultry supplies, vaccines,

remedies, baby chicks; custom hatching.

Marvin H. Gossett, proprietor

1935 **201-03 E. 3**rd **Street**

Slaughter's Public Market Groceries and meats Clifford Matthews, manager

Public Market Bakery

Edward Seeger, proprietor

NOTE: The Public Market Bakery also had a store at 210-12 W. 19th Street.

205 E. 3rd Street

Purity Feed Company and Hatchery

Distributors of Purina chows, wholesale flour, poultry supplies, vaccines,

remedies, baby chicks; custom hatching.

Marvin H. Gossett, proprietor

1932-33 **201-03 E. 3**rd **Street**

Slaughter Public market Groceries and meats L.H. Coker, manager

Public Market Bakery Edward Seeger, proprietor

Doc's Quality Products

Potato chips

R.D. Dudley, proprietor

1932-33 (cont)**205 E. 3**rd **Street**

Purity Feed Company and Hatchery

Purina chows for horses, cows, hogs, and poultry, feed, hay, and grain.

Marvin H. Gossett, manager

1930-31 **201-05 E. 3**rd **Street**

Heidenheimer & Company

Wholesale groceries

Isaac Heidenheimer, Jr., Louis Strassburger, and David Lowenberger, proprietors

1929 **201-05 E. 3**rd **Street**

Heidenheimer & Company

Wholesale groceries

Isaac Heidenheimer, Jr., Louis Strassburger, and David Lowenberger, proprietors

1927 **201-05 E. 3rd Street**

Heidenheimer & Company

Wholesale groceries

Isaac Heidenheimer, Jr., Louis Strassburger, and David Lowenberger, proprietors

1924 **201-05 E. 3rd Street**

Heidenheimer & Company

Wholesale groceries

Isaac Heidenheimer, Jr., Louis Strassburger, and David Lowenberger, proprietors

1922 **201-05 E. 3**rd **Street**

Heidenheimer & Company

Wholesale groceries

Isaac Heidenheimer, Jr., Louis Strassburger, and David Lowenberger, proprietors

1920 **201-05 E. 3rd Street**

Heidenheimer & Company

Wholesale groceries

Isaac Heidenheimer, Jr., Louis Strassburger, and David Lowenberger, proprietors

1918 **201-05 E. 3**rd **Street**

Heidenheimer, Strassburger & Company

Wholesale groceries

Isaac Heidenheimer, Jr and Louis Strassburger, proprietors

1916 **201-05 E. 3**rd **Street**

Heidenheimer, Strassburger & Company

Wholesale groceries

Isaac Heidenheimer, Jr and Louis Strassburger, proprietors

1914 **201-05 E. 3**rd **Street**

Heidenheimer, Strassburger & Company

Wholesale groceries

Isaac Heidenheimer, Jr and Louis Strassburger, proprietors

1912-13 **201-05 E. 3**rd **Street**

Heidenheimer, Strassburger & Company

Wholesale groceries and produce

Isaac Heidenheimer, Jr and Louis Strassburger, proprietors

1910-11 **201 E. 3**rd **Street**

Heidenheimer, Strassburger & Company Wholesale groceries and produce

Isaac Heidenheimer, Jr and Louis Strassburger, proprietors

205 E. 3rd Street

National Packing Company Wholesale meats No proprietor listed.

1909-10 **201 E. 3**rd **Street**

Heidenheimer, Strassburger & Company Wholesale groceries and produce

Isaac Heidenheimer, Jr. and Louis Strassburger, proprietors

1906-07 **201 E. 3**rd **Street**

Heidenheimer, Strassburger & Company

Wholesale groceries and produce

Isaac Heidenheimer, Jr. and Louis Strassburger, proprietors

1905 **201 E. 3**rd **Street**

Heidenheimer, Strassburger & Company

Wholesale groceries and produce

Isaac Heidenheimer, Jr. and Louis Strassburger, proprietors

1903-04 Heidenheimer, Strassburger & Company is listed at 109-13 E. 5th Street.

NOTE: The building does not appear on the 1900 Sanborn map. There is a notation in the city system for a sewer permit for this address in 1901, but the permit no longer exists.

NOTE: The building was extensively remodeled for McGarrah Jessee, LP, an advertising agency, in 2000.

NOTICE.

We beg to announce that the wholesale grocery house of I. Heidenheimer, Jr., and the wholesale produce firm of L. Strassburger & Co. were consolidated on this date. The new firm will do a wholesale produce and grocery business under the firm style of Heidenheimer. Strassburger & Co. All outstandings of hoth the old firms are payable to the new firm.

I. HEIDENHEIMER, JR., L. STRASSBURGER & CO.

Referring to the above, we bespeak the patronage of the trade for the new firm and we assure our customers that the advantages of the consolidated firm enable us to offer better inducements than could have been possible in the past. Respectfully yours.

HEIDENHEIMER STRASSBURGER

& CO.

Austin, Tex., March 1, 1896.

Newspaper notice of the merger of the wholesale grocery businesses of Isaac Heidenheimer, Jr. with the wholesale produce business of Louis Strassburger.

Austin Daily Statesman, March 2, 1896



Advertisement for Cerva – "The World's Best Beverage"
Distributed by Heidenheimer-Strassburger Company
Austin American, May 24, 1918



Advertisement for Sunset Coffee, distributed by Heidenheimer and Company Austin American, January 3, 1925



The "MAN-TO-MAN" Cigar ...for Dad for Xmas

Will Be Sold at...

TEXAN CAFETERIA

and

COFFEE SHOP

They Always Serve the Best We Know

Heidenheimer & Co.

Advertisement for Roi-Tan Cigars, and the opening of the Texan Cafeteria and Coffee Shop, distributed by Heidenheimer & Company

Austin American-Statesman, December 13, 1925



Advertisement for Blatz Bohemian Malt Syrup, distributed by Heidenheimer & Company Austin Statesman, December 2, 1927

	which the state of
SAVE AT THE BI	G MARKET SAVE
	HENS, lb 16c
CHEESE ID. 171/2C	BACON, Ib 29c
SAUSAGE 121/20	SQUARES Ib. 21c
BOLOGNA WEINERS 2 lbs. 25c	JOWLS, lb. 12½c
STEAK, Ib. 171/2c	TURKEY, Ib. 160
RUBY CATSUP 19C	NO. 2 BLACKBERRIES 19C
SALAD DRESSING 23C	FineApplie. Plats
Phillips Pork & B	2305
No. 2 Cooked ENGLISH 250 PEAN 6 this for Gallon Tins 35c	VEGETABLE SOUP. 2 for 25C
	BEAUTY, 48 ib. sack \$1.75
Cocoa Castile Soa	10c
	GAILORY SYRVE 540
	VEGETABLES, 1 Ties 25
CHOICE RE-CLEANED Pinto Bea	
POTATOES 50	ect Colorado 28C
Evaporated Apples or Pes	ches, 2 lbs. for 29e
LAUNDRY SO	AP, 10 bars 24c
YOUR DOLLAR WIL	L BUY MORE AT THE
PUBLIC	MARKET
THIRD a	nd BRAZOS

Advertisement for Slaughter's Public Market Austin American, April 10, 1937



Christmas greetings from Slaughter Stores Austin American, December 25, 1938



Christmas greetings from Purity Feed Company and Hatchery Austin <u>American</u>, December 25, 1938

CELEBRATE FALL'S COOL DAYS WITH MEATS FROM SLAUGHTER

Just because fall is here is
no reason to forget about
barbecuing until next
summer. Celebrate the
coming of cool autumn days
by coming to Slaughter
Locker Plant, 207 Brazos, for
something tasty to barbecue.

Slaughter's has a wide assortment of meats from which to choose — boneless beef brisket, barbecue sausage, meaty country style pork spare ribs, beef short ribs, prepackaged chuck

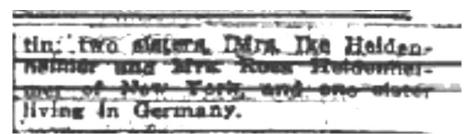
patties, fresh fryers and juicy sirloin and T-bone steaks.

If you want to buy meat in quantity, come to Slaughter's for a half or quarter of beef or half of hog. Slaughter's meat specialists - Harold Rister, Bud Jones, Red Copeland, Murphy Noack and Virginia Dunn - are all ready to help you select the right half or quarter for your family. Your meat will be cut and wrapped according to your specifications and then quick frozen to insure uniform freshfiess and flavor

Slaughter's also has locker space available, so you can still have the economy of buying meat in quantity even if you do not have a home freezer.

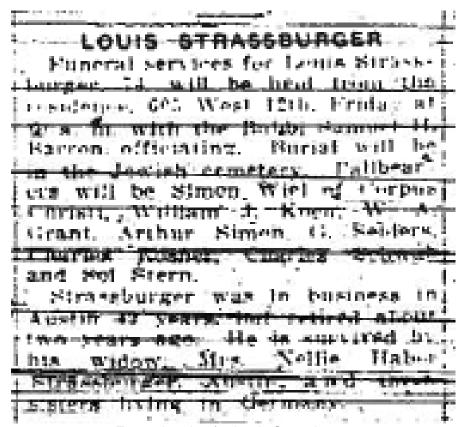


Newspaper story advertising Slaughter's Meat Locker, 207 Brazos Street Austin <u>American</u>, October 5, 1970 2 p. m., at his home, 605 West 18th m., from the family Rabbi Bamuel Malevi officiating: alt with the In Outside SCHWOLD EDG SQL.SIRFO till; and Simon Well Christi Mr. Strassburger, who came to America - Ironi in Audiness here for 49 of time of his retirement one ago. During that CHARLEST DIRECT REST TO SEE WITCHIS eine Haber Stransburger, ut



Funeral notice for Louis Strassburger, the partner of Isaac Heidenheimer in a wholesale grocery business in this building.

Austin Statesman, April 12, 1934



Funeral notice for Louis Strassburger Austin <u>American</u>, April 13, 1934

LOWENBERGER—Word was received here Wednesday morning of the death of Dave Lowenberger, 53, for many years a prominent Austin business man, who succumbed at 8:10 a.m. in Great Neck, Long Island.

Mr. Lowenberger was a member here of the firm of I. Heldenheimer and company, wholesale grocers.

Failing health caused him to leave Austin in April and go to Great Neck, where he was with relatives while under the treatment of New York physicians.

He is survived by five sisters. Mrs. I. Heldenheimer, formerly of Austin, who is now living in Great Neck, Mrs. Rosa Heidenheimer of New York, and three in Germany.

Funeral services have not yet been arranged, according to the message received here.

News of the death of Dave Lowenberger, partner in the Heidenheimer and Strassburger firm Austin <u>Statesman</u>, July 25, 1934

Obituary of Isaac Heidenheimer, who with Louis Strassburger, had a wholesale grocery business in this building, and is believed to have been the first occupant of the building. Heidenheimer was born in Germany.

Austin American, November 22, 1945

M. H. GOSSETT

M. H. Gossett, 67, an Austin resident, died Tuesday morning at a hospital in Wichita Falls. Gossett, a former owner of the Purity Feed Company here, had been visiting his daughter, Mrs. Jack Staley of Wichita Falls.

The body will Austin for burial.

Survivors include his widow and four daughters, Mrs. Staley, Mrs. Charles Swanner, Mrs. James T. . Hill and Mrs. Bell Clarke.

Obituary of Marvin H. Gossett, who operated the Purity Feed Company here in the 1930s and 1940s.

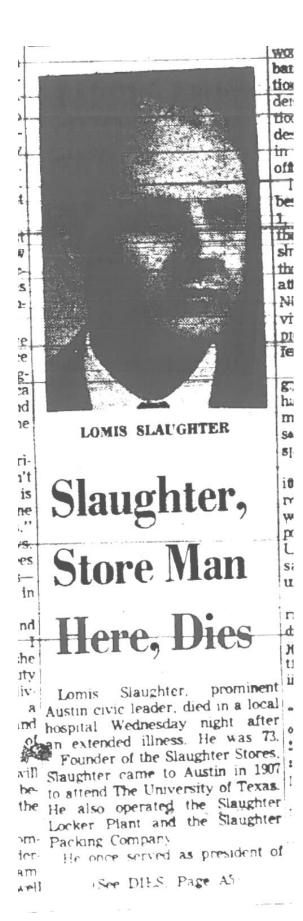
Austin Statesman, December 13, 1949

MARVIN H. GOSSETT

Funeral services for Marvin H. Gossett, 67, were held at the Weed-Corley Funeral Home Wednesday with the Rev. Charles A. Sumners officiating. Burial was in Memorial Park.

Pallbearers were Lex Word of Kyle, B. F. Standifer and Dr. W. E. Williams, both of Austin, B. A. Hamilton of Taylor, Graves Terry of Lockhart and W. I. Kent of Dallas.

Funeral notice for Marvin H. Gossett Austin American, December 15, 1949



DIES
DIES
(Cor.tinued from Page One)
the Austin Kiwanis Club and Ki- wanis lieutenant governor, and
had edited the Klarion, weekly publication of the Austin Kiwanis Club.
He was a member of Univer- sity Methodist Church and had
served there as chairman of the I board of stewards and president tor
of the fellowship class.
Slaughter was a member of the net
Masonic Lodge. Austin Scottish Do. Rite Bodies and Ben Hur Temple.
During his study at the Univer-
sity. Slaughter was a member of
Kappa Sigma fraternity.
Funeral services have been set st
for 4 p.m. Friday at University to Methodist Church with Dr. James gr
Transport Distriction Days 'N
t ial will be in Oakwood Cemetery St
under direction of Cook Funeral
Home.
Persons wishing to make me th
morial contributions may donate po
e to the church or charity of their lie
n choice.
t Slaughter is survived by his G
widow; daughter. Miss Betty st
Slaughter of Austin; two sons,
George Slaughter of Austin and le Lomis Slaughter Jr. of Houston: re
11 the Time II Claumban of the
Dellar, and two nonhouse Sam I C
Slaughter and Ray H. Slaughter .
of Austin
al of Austria

Obituary of Lomis Slaughter, who had a wholesale and retail grocery business, meat packing plant, and sausage factory here from the 1930s through the late 1980s.

Austin American, August 30, 1962

Lomis	Slaug	hter		•		201	East	3rd	St.	
11	12	-	,				17	-		
	· · · · · o	rigina	al 0	ity						
		Remo	ndel	and	repair	COM	n. bl	ig.		٠,
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										-

Building permit to Lomis Slaughter to remodel and repair the building (1950)

OWNER	Geo	rge	Slau	ghter	AD	DRESS	201	East	3rd	st.	
PLAT	11		LOT	12,	11,	and	10			BLK	17
SUBDIV	ISION	Orig	inal	City							
OCCUPA	NCY	Rem	odel	Comme	ercia	1	Build	ing			
BLD PE	RMIT #	90	990	DATE	2-21	-64	OWNERS ESTIMA			9,000	.00
-CONTRA	CTOR	A. W	. Br	yant			NO. OF	FIXTU	RES	3	
WATER	TAP REC	_#			SE	WER 3	AP REC	#			
			Pa	ackin	g Pla	nt					
Chan	ge doo	rs,	add :	parti	tions	, cı	eate 1	bath t	ıpst	airs.	

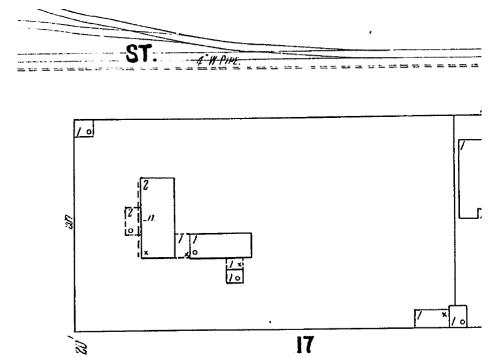
Building permit to George Slaughter for remodeling the building (1964)

OWNER Geo	rge Staughter	ADDRESS	207 Bra	zos Street	
PLAT 11	LOT		2نے تا	BLK	
SUBDIVISION	Original City				
OCCUPANCY	Comm Bidg				
BLD PERMIT #	97194 DATE Sept	t 20. 196	OWNERS SESTIMATE 3	.0 0⊌_0a	
CONTRACTOR	A. ". Brya				
WATER TAP REC			AP REC #		
	Kemodel Commerci	Lal Bidg			
3-22-71-12280	4-remodel exist	t comm.	bldg. Mea	t market	

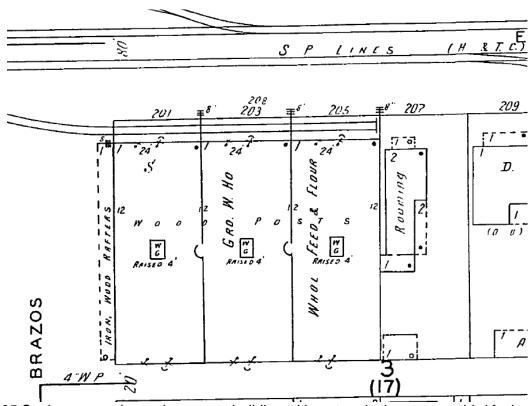
Building permit to George Slaughter for remodeling the building in 1965 and again in 1971.

OWNER George Slaughter ADDRESS 207 Brazos St.
PLAT 11 LOT 11 & 12 RIK 17
<u>subdivision</u> Orig. City
OCCUPANCY Processing Plant
BLD PERMIT # 145026 DATE 9-10-74 OWNERS ESTIMATE 3,000.00
CONTRACTOR A. W. Bryant NO. OF FIXTURES
WATER TAP REC #Exit SEWER TAP REC # Exist
Remodel Exist. Comm. Bldg.
Building permit for remodeling the building (1974)
OWNERGeorge Slaughter ADDRESS 207 Brazos St.
PLAT 11 LOT 11 & 12 BLK. 17
SUBDIVISION Original City
OCCUPANCY Meat Processing & Sale
BLDG. PERMIT # 175304 DATE 8-14-78 OWNERS 45,000.00
CONTRACTOR A.W. Bryant Const NO. OF FIXTURES
WATER TAP REC# SEWER TAP REC#
Repair damage to existing 1 stry mas & wd comm bldg.

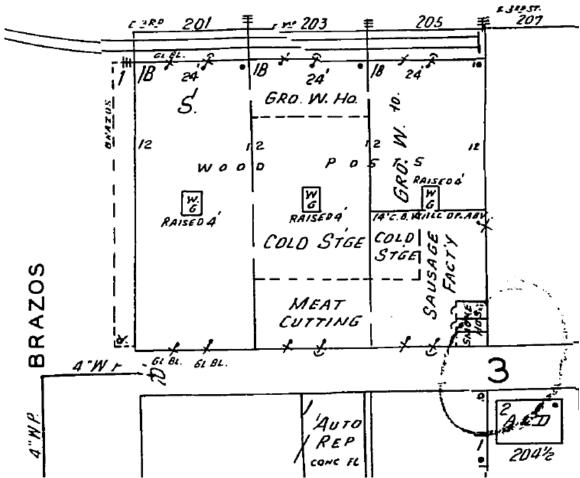
Building permit to George Slaughter for repairs to the building (1978)



The 1900 Sanborn map shows a two-story house on the site of the current building.



The 1935 Sanborn map shows the current building with a store in the western third facing Brazos Street, a grocery warehouse in the middle third, and wholesale feed and flour in the eastern third. The map corresponds with city directory listings for Slaughter's Public Market, Slaughter's wholesale grocery warehouse, and Purity Feed and Hatchery.



The 1961 Sanborn map shows the later usage of the store – the Slaughter Public Market was in the western third of the building (labeled "S"), in the middle third was a grocery warehouse, cold storage, and meat cutting, and in the eastern third was more of the grocery warehouse, additional cold storage space, and a sausage factory. The two-story rooming house next door shown on the 1935 map had been demolished.