

## History

The Leonard and Vida East house is currently located at 307 E. 2nd Street in the Central Business District of downtown Austin. Research by the City of Austin Historic Preservation Office House states that the house was likely relocated to this lot ca. 1928 from an unknown location. The 1935 Sanborn Map depicts structure as a wood frame house with no synthetic siding, while the 1961 Sanborn Map indicates that the house has asbestos siding. The addition at the rear of the house is not original (hence the asbestos siding) and was added at an undetermined time sometime prior to 1961.

The architecture of the house exhibits many of the characteristics of the craftsman-style bungalows built and popularized in the early 1900s, however with a notably steeper roof pitch. Also of note is the front corner porch topped with a low-slope shed roof. The most prominent feature of this house, however, is the decorative bargeboard on the front and side facing gables. Each with a slightly different design suggesting they have been modified at some point. Additionally, most of the windows are adorned with crown molding caps. Overall, the exterior is in fair condition for a structure of this age, but it is in need of repair. The asbestos siding has chipped off in many locations and portions of the wood trim are rotten. The interior of the house is in significant disrepair as well and is in need of rehabilitation.

Leonard East was born in 1883 and moved to Austin in 1913, when he founded East Poultry company. Leonard and Vida East appear in the 1910 U.S. Census of Burnet County, Texas, where they rented a farm. Leonard East was 25, had been born in Texas, and was a general farmer. Vida East was 24, had been born in Texas, and had no occupation listed. They had a son, Alvin G., 3; and a daughter, Altha, almost 2. The household also included a hired man, Frank Day, 16, who had been born in Texas and is listed as a farm laborer.

Leonard East founded the L. East Produce Company in 1915. L. East Produce conducted wholesale and retail business for the local market in wool, mohair, pecans, raw furs, chickens, eggs, butter, etc. and was identified in Austin Statesman on October 26, 1929 as “one of the old [sic] established businesses in Austin.”

The 1920 U.S. Census shows Leonard and Vida East as the renters of the house at 205 E. 2nd Street. They had a son, Alvin, 13, and a daughter, Jewel, 11, both of whom had been born in Texas. Also, in the household were three of Leonard’s brothers: Earnest East 39, the manager of a produce company; Malcolm East, 29, a salesman for a produce company; and Jasper East, 26, a manager of a produce company; additionally, the household included a nephew, Clovis East 21, a salesman for a produce company. All of the family members had been born in Texas.

The 1930 U.S. Census shows Leonard and Vida East as the owners of this house, which was worth \$3,500. The Easts had 6 roomers at this address: Raymond Dearing, 28, a Texas-born auto mechanic; Henry Gordon, 19, a Texas-born electrician; Berney Dooley, 17, who had been born in Texas and was a surveyor for the city; Ollie Wilford, 21, who had been born in Texas and was a laborer for the produce company; Floyd Henderson, 18, who had been born in Texas and was a laborer for the produce company; and Benita Williams, 19, who had been born in Texas, and was an beauty operator.

In the 1930s, several articles on L. East Produce Company can be found in the Austin American-Statesman, even highlighting the opening of the company’s new headquarters at 103 and 105 Colorado Street.

Leonard and Vida East appear at this address in the 1940 U.S. Census; their house was worth \$5,000. Also in the household was Floyd Henderson, their 27-year-old Texas-born nephew who worked as a truck driver for a stockyard, and their daughter, Jewel Mitchell, a 31-year-old Texas-born divorcee who worked as a stenographer at the produce company. Jewel

Mitchell had two young daughters, both of whom had been born in Texas: Vida Lucille, 11; and Juanita, L., 9. His 1942 World War II draft registration card shows that Leonard East as living at this address.

In 1944, the Austin American-Statesman ran a story on the opening of the new location of L. East Produce at East Avenue and 8th Street. A Society page column was also run in the Austin American-Statesman on the barbecue thrown by Leonard and Vida East in 1954. Leonard East passed away in 1968 and 1973 news clippings state that Vida East was still living at this address. Vida East passed away in 1977, at which time the house became vacant. In 1981, The Knight Real Estate Corporation bought the property, and it is still owned by this entity today.

## Competing Interests: Current Location

As it is situated today, the house at 307 E. 2nd Street is surrounded by structures and activities common to Central Business District uses. The 2-story Michelada’s Café & Cantina abuts the property to the east on the southwest corner of Trinity St. and 2nd St. Across Trinity St. to the east is the Austin Convention Center. Gus’s Fried Chicken abuts the property immediately to the west. Across 2nd Street to the north are more restaurants, including P.F. Chang’s. The zoning for this property is CBD, and it lies in the Core/Waterfront District of the Downtown Austin Plan.

The property is currently unable to earn a reasonable return and cannot be adapted for any other use that results in a reasonable return without demolition or relocation of the Leonard East House. The current use and structure are in conflict with City of Austin planning documents.

The approved Austin Convention Center Master Plan Update reflects interests in the redevelopment of this property, with specific goals to reestablish the street grid, improve the pedestrian experience, provide accessible public spaces, create development pads, and redevelop Austin Convention Center below grade. The site has been identified in these documents as a future hotel.

The current owner of the property, along with Intracorp Homes, strongly desires to preserve the architectural history of the building and preserve the legacy of Leonard and Vida East’s contributions to Austin and Central Texas.

At the same time, these entities want to realize the full redevelopment of this lot in the Central Business District as described in the Downtown Austin Plan and the Austin Convention Center Master Plan.

## Relocation: Opportunity to enhance and support the Guadalupe-Saldaña Net Zero Subdivision and the Jeremiah Program

The relocation of the Leonard and Vida East House to a suitable location is intended to address the competing interests for this property, and the home itself. The owner, along with Intracorp, desire to relocate the house to an adequate and acceptable location that achieves the goals above and does not compromise the physical integrity of the structure.

The following images present the proposed restoration and integration of the Leonard and Vida East house into the Guadalupe Neighborhood Development Corporation (GNDC) Guadalupe-Saldaña Net Zero Subdivision (GSNZS) located at 1200 Paul Teresa Saldana St. The GSNZS merges sustainable design and supportive social services with historic preservation and affordable rental and home ownership opportunities. It currently houses the Jeremiah Program, which currently provides support to women through career-track college education programming, quality early childhood education opportunities, access to safe and

affordable housing, training for empowerment and life skills, and a supportive community to achieve life goals. Intracorp has developed the images and programming association with the relocation in concert with the Jeremiah Program.

The GNDC and the GSNZS have an excellent history of providing affordable housing and historic preservation. This subdivision has already received four (4) historic relocated homes from the Rainey Street area. GNDC is a 501(c)(3) non-profit that celebrates over thirty five years of service to its community as an affordable housing provider to families from East Austin by using its resources exclusively for charitable and educational purposes related to the development and rehabilitation of high quality affordable housing. GNDC also works for the improvement, revitalization and preservation of the residential neighborhood. At GSNDs, fifty-eight units have been designated for home ownership to be sold in Community Land Trust transactions, thirty-two units will be rental units and thirty-five units have been developed as supportive and transitional rental housing in partnership with Jeremiah Program Austin. Eight of these units are fully accessible units. The project involves the collaboration of several non-profits and funding from public and private entities. Due to the unique site features of the eleven acres of GSNDs, a large portion of the site will be left undeveloped. Much of this open space houses a bio-filtration pond which assists with water quality management, walking trails, and general green space.

The Jeremiah Program’s 49,865-square foot building includes 35 two-bedroom apartments, an on-site accredited five-classroom child development center for up to 60 children, two covered playground areas, empowerment and life skills classrooms, gathering spaces, and staff offices.

## Proposed Setting and Goals for the long term Preservation of the Leonard East Home

The setting for the relocation of the Leonard and Vida East house within the GSNZS is intended to be more reflective of the surrounding conditions of the house in the early 1900s, where care has been taken to reflect the likely landscaping and amenities associated with the house at that time. Fencing, vegetative buffers, and appropriate signage will reflect the history of the house as a small structure on a small lot. Its setting in a park that can be visited by surrounding single family homes, the residents of the Jeremiah Program, and even students accessing the nearby Austin Community College Eastview campus through the park is intended to showcase this architectural gem.

The Leonard and Vida East house will be set apart and acknowledged as the entrance to the community park and will include Leonard East Produce Co. interpretive/educational signage. The park grand entrance will be graded and landscaped to highlight the restored structure.

A community garden will be located directly adjacent to the house, highlighting the history of the house and the East’s contribution to food production in Austin. This garden will also be used by the Jeremiah Program – specifically accessible to the school children as a teaching tool.

At the request of the Jeremiah Program, the park will also include an 8’ wide trail around the park, picnic tables, a natural play area, a trail connection to the Austin Community College Eastview campus, and an outdoor classroom.

Intracorp is very proud to collaborate with GNDC and the Jeremiah Program in an effort to help make vital improvements to this special East Austin neighborhood. Intracorp believes that this location provides not only a unique opportunity to highlight the Leonard and Vida East home in a reverential setting, but that the home will also serve as a learning center and gateway to a beautiful community park that Intracorp will enhance so that the park and the home can be enjoyed by the GSNZS residents, the Jeremiah program and its preschoolers, and the community at large.



# 307 E. Second Street - the Leonard and Vida East House

## Guadalupe Saldana Neighborhood

Austin, Texas







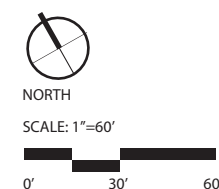
- LEGEND**
1. Relocated East House / Entrance to community park
  2. Leonard East Produce Co. interpretive/educational signage
  3. White picket fence with landscape planting
  4. Grade Park Entrance
  5. 8' wide Mulch trail
  6. Community garden
  7. Picnic tables
  8. Nature play area
  9. Existing biofiltration pond
  10. Outdoor classroom
  11. Trail connection to ACC parkinglot



# East House Relocation at Guadalupe Saldana Neighborhood

## Guadalupe Saldana Neighborhood

Austin, Texas



ISSUE DATE: May 5, 2021  
All drawings are preliminary and subject to change.  
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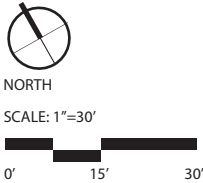
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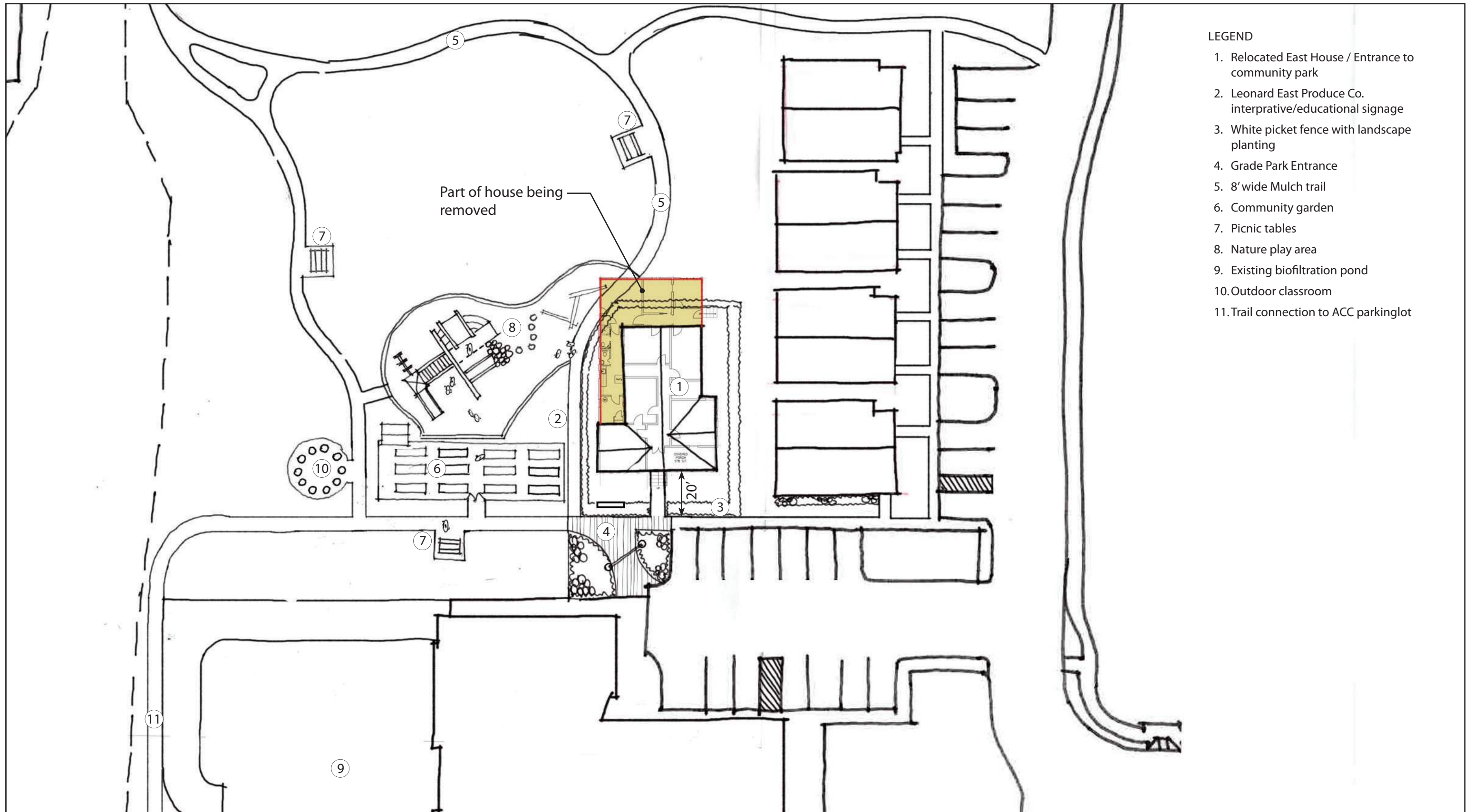
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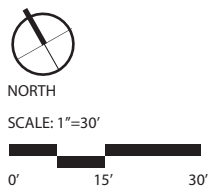
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Guadalupe Saldana Neighborhood

Austin, Texas



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# East House Relocation at Guadalupe Saldana Neighborhood

## Guadalupe Saldana Neighborhood

Austin, Texas

SCALE: NOT TO SCALE

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# East House Relocation Concept Rendering

## Guadalupe Saldana Neighborhood

Austin, Texas

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# East House Relocation Concept Rendering

## Guadalupe Saldana Neighborhood

Austin, Texas

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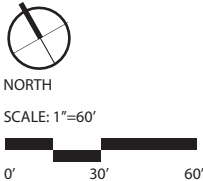


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Austin, Texas



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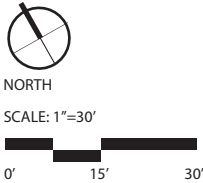
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