

**HISTORIC LANDMARK COMMISSION
DEMOLITION AND RELOCATION PERMITS
JANUARY 24, 2022
DA-2021-203008; GF 2022-001053
311 E. 5TH STREET**

PROPOSAL

Demolish a ca. 1929 commercial building.

ARCHITECTURE

One-part commercial block gas station with modest Art Deco stylistic influences. Located on a corner lot, the building perimeter historically was open for vehicular circulation between stairstepped concrete columns. Stucco walls with commercial storefront windows now infill the space below the brick parapet. The columns extend past the top of the parapet and are adorned with cartouches. At the building corner are blocky dry-stacked stone columns with stained horizontal wood siding and paired wood doors between them.

RESEARCH

The Texas Department of Transportation's (TxDOT) [*A Field Guide to Gas Stations in Texas*](#), 2016 update, includes information on service stations in one- and two-part commercial block buildings: "Building owners in urban areas began to incorporate service stations into corner commercial blocks, sometimes adapted to the site and other times designed for the site. Corner commercial block buildings allowed a drive-through area that covered gas pumps, creating a space for marketing and the sale of automotive products, and affording protection during inclement weather" (4-1; see also image on p. 4-9).

The service station at 311 E. 5th St. was built in 1929 for the Severn brothers, local agents for Pierce Petroleum Pennant products. It was operated by Jessie Piland throughout the historic period, initially in partnership with Stuart Watt and later with John D. Elliott. In addition to being a filling station, the business offered automotive service, body repairs, tires and batteries, and washing.

PROPERTY EVALUATION

Designation Criteria—Historic Landmark

- 1) The building is more than 50 years old.
- 2) The building retains low integrity. Modifications include infill of the open-air perimeter and replacement or encasement of the concrete columns at the building corner.
- 3) Properties must meet two criteria for landmark designation (LDC §25-2-352). Staff has evaluated the property and that it does not meet two criteria:
 - a. Architecture. Although it retains distinctive features, including some of the stepped columns and cartouches, the building does not convey architectural significance due to modifications.
 - b. Historical association. The property does not appear to have significant historical associations.
 - c. Archaeology. The property was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
 - d. Community value. The property 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.
 - 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

Encourage rehabilitation and adaptive reuse but release the permit upon completion of a City of Austin Documentation Package.

LOCATION MAP



SUBJECT TRACT



PENDING CASE



ZONING BOUNDARY

NOTIFICATIONS

CASE#: GF 22-001053

LOCATION: 311 E 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.



1" = 250'

PROPERTY INFORMATION

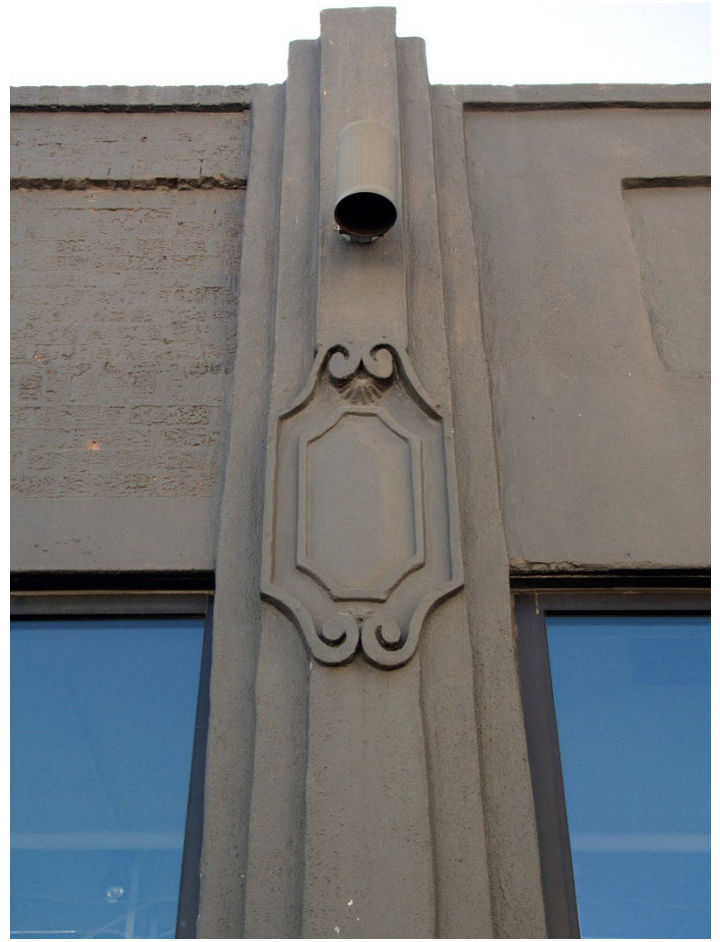
Photos



Photograph by Historic Preservation Office staff, 2022



Google Street View, Mar. 2011



Photographs by Historic Preservation Office staff, 2022

Occupancy History

City Directory Research, December 2021

1959	Piland & Elliott, auto repair Jesse Piland and John D. Elliott, proprietors
1957	Piland & Elliott, gas station
1955	Piland & Elliott, gas station
1952	Piland & Elliott, gas station
1949	Piland & Elliott, filling station
1947	Piland & Elliott, filling station
1944	Piland & Elliott, filling station
1941	Piland & Elliott, filling station
1939	Piland & Elliot, filling station Note: address listed as 307-311 E. 5 th St. J. E. Webb, tires
1935	Piland & Elliott, service station J. E. Webb, tires Bob Drenner, batteries

- 1932 Watt & Piland, filling station
Note: address listed as 317 E. 5th St.
- 1930 Watt & Piland, filling station
Stuart Watt and Jessie Piland, proprietors
Note: address listed as 317 E. 5th St.
- 1929 311-325 E. 5th St. listed as vacant
Southwest corner at Trinity St., construction

Historical Information

LARGE BUSINESS DONE AT NEW STATION

Although in operation only one month, the new service station of Severn brothers, located at Fifth and Trinity streets, has been such a decided success that the volume of business has thus far exceeded the anticipation of the owners, according to Riley Severn, manager of Severn brothers, local commission agents for the Pierce Petroleum Pennant products.

The new station at Fifth and Trinity streets is operated by Stuart Watt and Jesse Piland, experienced automobile service men, who are in position to give any type of service to an automobile, includ-

ing the customary garage repairs, washing and greasing and oil and gasoline sales service.

In addition to this station, patrons of Severn brothers may be served at any one of 15 other service stations scattered in various parts of the city. Severn brothers operate a warehouse for the Pierce products at 209 Nueces street.

"Large Business Done at New Station," Austin Statesman, Jan. 19, 1929, 8.

COMPLETE AUTO SERVICE GIVEN MOTORISTS

Approach of spring weather which beckons the motorist to the outdoors for trips, to the golf links, and to the picnic grounds makes it important that the automobile is in perfect running order.

The Piland & Elliott Service Station located at East Fifth and Trinity streets is one of the best equipped stations of its kind in the Southwest. Every car need from washing and greasing up to body and fender work and supplying the tires, gasoline and oils is provided at this modern service station which has been termed a "one stop station."

Austin and Central Texas patrons who desire to make longer trips and not use their own car are offered the service of the Hill Country Bus company, operated by Piland & Elliott. Jesse Piland and

Dave Elliott, operators of this station, announce that round trip rates now figure less than two cents a mile. The Hill Country Bus company makes three trips a day between Austin and Kerrville and makes connections at Fredericksburg for San Angelo, Abilene and other West Texas cities and towns. The departing times of the buses from the Piland & Elliott service station are 7 a. m., 1:30 p. m. and 6:15 p. m.

The Piland & Elliott Service Station handles Hood tires, Reliable batteries, Sinclair Opaline Motor oils, and Sinclair HC gasoline. The tire department is under the management of Joe E. Webb, one of the best known tire men in Austin.

The concern also maintains a well-equipped shop for the repair of automobiles, including painting, acetylene welding, and body, fender, and top service. A large drive enables the motorist to leave his car under the station roof outside the line of traffic. A wrecker service is also maintained and given anywhere at any time.

The Piland & Elliott Service Station is conveniently located in the downtown district, making it convenient particularly for the woman motorist to leave her car for some repair or adjustment, while she can proceed on her shopping tour or theatre party since the station is in easy walking distance from the center of the business district.

"Complete Auto Service Given Motorists," Austin Statesman, Mar. 17, 1934, 8.

**PILAND & ELLIOTT (Jesse Piland,
J D Elliott) Automobile Repair-
ing, Tires, Body Repairing, Cars
Washed and Greased, Welding,
Hood and Kelly Springfield Tires,
Wrecker Service Prest-O-Lite
Batteries, Service Station E 5th
and Trinity Tel 4471**

Piland & Elliott, 1935 City Directory, 439.

Permits

Unless the Plumbing is done in strict accordance with City Ordinances, do not turn on the water.

PERMIT FOR WATER SERVICE Austin, Texas N^oA 4910

M. _____ Address Hwy 1211111 9

Plumber parry Size of Tap _____ Date Planning & Development
4-28-92
TCH

Foreman's Report. _____

Date of Connection 1/14/28

Water service permit, 1928

PERMIT FOR WATER SERVICE Austin, Texas N^oA 2048

M. Severn Bros Address 311 E. 5th St replaced by 658267
131187

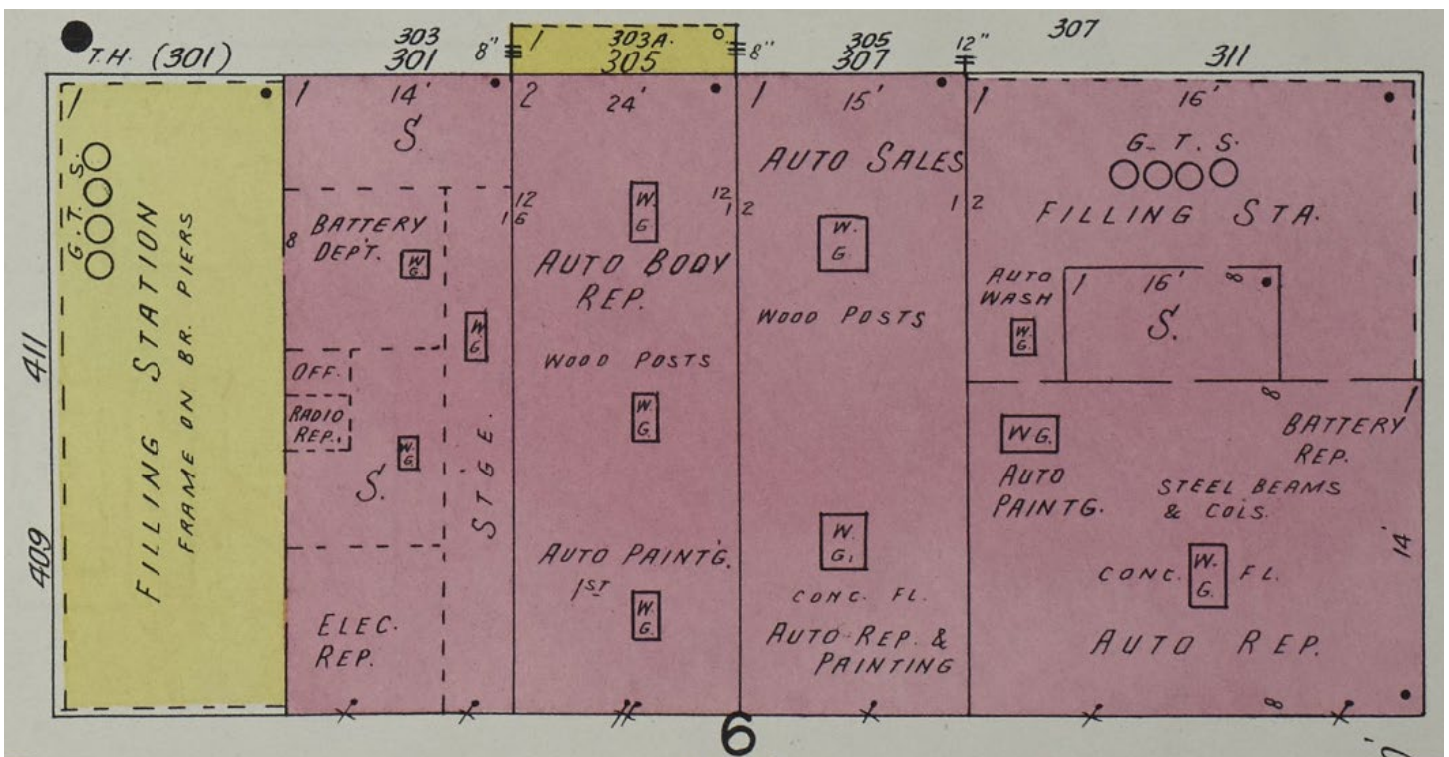
Plumber _____ Size of Tap _____ Date 11-23-28

Foreman's Report. _____

Date of Connection 11/24/28

Water service permit, 1928

Sanborn Fire Insurance maps



1935, Sheet 4a