

ZONING CHANGE REVIEW SHEET

CASE NUMBER: C14H-2009-0050

HLC DATE: November 9, 2009

PC DATE: November 10, 2009

APPLICANTS: Robert and Mary Cocke, owners

HISTORIC NAME: Goodfriend House

WATERSHED: Shoal Creek

ADDRESS OF PROPOSED ZONING CHANGE: 2418 Harris Boulevard

ZONING FROM: SF-3 to SF-3-H

SUMMARY STAFF RECOMMENDATION: Staff recommends the proposed zoning change from family residence (SF-3) district to family residence – Historic Landmark (SF-3-H) combining district zoning.

HISTORIC LANDMARK COMMISSION ACTION: Recommended the proposed zoning change from family residence (SF-3) district to family residence – Historic Landmark (SF-3-H) combining district zoning. Vote: 6-0 (Myers absent).

PLANNING COMMISSION ACTION: Recommended the proposed zoning change from family residence (SF-3) district to family residence – Historic Landmark (SF-3-H) combining district zoning. Vote: 8-0.

DEPARTMENT COMMENTS: The house is beyond the bounds of the Comprehensive Cultural Resources Survey (1984).

CITY COUNCIL DATE: December 10, 2009

ACTION:

ORDINANCE READINGS: 1ST 2ND 3RD

ORDINANCE NUMBER:

CASE MANAGER: Steve Sadowsky

PHONE: 974-6454

NEIGHBORHOOD ORGANIZATION: Pemberton Heights Neighborhood Association

BASIS FOR RECOMMENDATION:

The ca. 1933 house is an excellent example of Italian Renaissance Revival architecture designed by the local firm of Page Southerland Page, and is associated with Ben and Augusta Goodfriend, who operated one of the city's leading women's clothing stores for many years.

Architecture: Two-story rectangular-plan, hipped-roof stone-veneered house designed in the Italian Renaissance Revival style by Page Southerland Page. The central entry is round-arched with a recessed door and decorative cast stone detailing in the frieze of the arch; paired composite half-columns are located on each side of the entry, on a stuccoed impost. Fenestration consists of 8:8 double-hung windows on the ground floor with a round-arched multi-light fanlight above, and multi-light casement windows on the second floor. On the right side of the principal entry, the windows are further ornamented with composite pilasters. The roof is covered with red clay tiles. There is an open one-story sunporch to the left of the principal block with round-arched openings and a hipped, red clay tile roof.

Historical Associations:

The house was built in 1933 for Benjamin A. and Augusta Goodfriend, who had moved to Austin from Yorktown, Texas to open a women's clothing store. Ben Goodfriend had been born in Warsaw, Poland; Augusta Goodfriend had been born in New York City. They married in New York in 1915 and moved to Texas the same year selling dry goods to rural farmers in South Texas. They soon opened a dry goods store in Yorktown, Texas, and in 1931, they moved to Austin for their sons' education and for the larger market. They were living at 9 Palma Plaza in 1932, when they hired Page Southerland Page to design this house on Harris Boulevard for them; they moved into the house in 1933. Goodfriend's was a family business, Ben and Augusta Goodfriend ran the store together, while their sons swept the floors and became delivery boys for the store. Goodfriend's was originally known as Goodfriend's Specialty Shop and specialized in ladies' ready-to-wear clothing. The first location of the store was at 716 Congress Avenue, a building they applied a Streamline Moderne façade to in 1941. In 1946, they moved to larger quarters at 901 Congress Avenue, and expanded the business to include a beauty salon and children's clothing. After Ben Goodfriend died in 1960, Augusta continued to run the store. In the late 1960s, her son Nat became president of the company, and Augusta served as vice-president. Augusta Goodfriend died in San Antonio in 1989. The family had sold the house in 1979 to M. Don and Ann Cooper; Cooper was a lawyer and made some remodeling changes to the house in 1980. The current owners, Robert and Mary Cocke, purchased the house in 1993.

PARCEL NO.: 01150105020000

LEGAL DESCRIPTION: Lot 10 and the North 30.625 feet of Lot 9, Block 1, Pemberton Heights Section 1.

ANNUAL TAX ABATEMENT: \$17,841 (owner-occupied); city portion: \$3,017 (capped).

APPRAISED VALUE: \$1,362,128

PRESENT USE: Single-family residence.

CONDITION: Excellent

PRESENT OWNERS:

Robert and Mary Stinchcomb Cocke
2418 Harris Boulevard
Austin, Texas 78703




DATE BUILT: ca. 1933

ALTERATIONS/ADDITIONS: A remodeling project in 1980 does not appear to have modified the exterior appearance of the house; a pool was constructed in 1981.

ORIGINAL OWNER(S): Benjamin A. and Augusta D. Goodfriend (1933)

OTHER HISTORICAL DESIGNATIONS: None.



 **SUBJECT TRACT**
 **ZONING BOUNDARY**
 **PENDING CASE**

HISTORIC ZONING

ZONING CASE#: C14H-2009-0050
ADDRESS: 2418 HARRIS BLVD
SUBJECT AREA: 0.000 ACRES
GRID: H24
MANAGER: S. SADOWSKY

This map has been produced by G.I.S. Services for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



2418 Harris Boulevard
ca. 1933



Detail of front entry

OCCUPANCY HISTORY

2418 Harris Boulevard

City Directory Research, Austin History Center
By City Historic Preservation Office
October, 2009

2000	Robert R. and Mary Cocke, owners NOTE: The 2000 directory does not list the occupations of residents.
1992	M. Don and Ann Cooper, owners Lawyer
1987	M. Don and Ann Cooper (not listed as owners) Lawyer
1981	M. Don and Ann Cooper (not listed as owners) Lawyer
1976	Augusta Goodfriend, owner Widow, Benjamin A. Goodfriend Retired
1972	Augusta Goodfriend, owner Widow, Benjamin A. Goodfriend Vice-president, Goodfriend's ladies' ready-to-wear, 901 Congress Avenue.
1969	Augusta Goodfriend, owner Widow, Benjamin A. Goodfriend Vice-president, Goodfriend's, ladies' ready-to wear clothing, 901 Congress Avenue (Nat Goodfriend, president).
1965	Augusta Goodfriend, owner Widow, Benjamin A. Goodfriend President, Goodfriend's, ladies' clothing, 901 Congress Avenue.
1961	Augusta Goodfriend, owner Widow, Benjamin A. Goodfriend President, Goodfriend's, fine ladies' apparel, beauty salon, 901 Congress Avenue.
1957	Benjamin A. and Augusta Goodfriend, owners President, Goodfriend's, fine ladies' apparel, beauty salon, 901 Congress Avenue (Irving Goodfriend, vice-president; Nat Goodfriend, secretary)
1953	Benjamin A. and Augusta Goodfriend, owners President, Goodfriend's, fine ladies' apparel, millinery, shoes, children's wear, beauty salon, accessories, 901 Congress Avenue (Irving Goodfriend, vice-president; Nat Goodfriend, secretary).
1949	Benjamin A. and Augusta Goodfriend, owners President, Goodfriend's, fine ladies' apparel, millinery, shoes, accessories, 901 Congress Avenue.
1947	Benjamin A. and Augusta Goodfriend, owners President, Goodfriend's, fine ladies' apparel, 716 Congress Avenue.

- 1944-45 Benjamin A. and Augusta Goodfriend, owners
Benjamin: Proprietor, Goodfriend's Fashion Salon, women's clothing, 716 Congress Avenue.
Augusta: Manager, Goodfriend's Fashion Salon
Also listed is Melvyn L. Goodfriend, a student at the University of Texas.
- 1942 Benjamin A. and Augusta Goodfriend, owners
Proprietor, Goodfriend's Fashion Salon, women's clothing, 716 Congress Avenue (Irving Goodfriend, manager).
Also listed is Nathaniel Goodfriend, a student.
- 1940 Ben A. and Augusta Goodfriend, owners
Proprietor, Goodfriend's Specialty Shop, women's clothing, 716 Congress Avenue.
Also listed is Nathaniel Goodfriend, a student at the University of Texas.
- 1937 Ben A. and Augusta Goodfriend, owners
Proprietor, Goodfriend's Specialty Shop, women's clothing, 716 Congress Avenue.
Also listed is Irving Goodfriend, a student at the University of Texas.
- 1935 Ben A. and Augusta Goodfriend, owners
Proprietor, Goodfriend's Specialty Shop, 716 Congress Avenue.
Also listed is Irving Goodfriend, a student at the University of Texas.
- 1932-33 The address is not listed in the directory.
NOTE: Ben and Augusta Goodfriend are listed as living at 9 Palma Plaza; he was the proprietor of Goodfriend's, clothing, 716 Congress Avenue.

2 Connecting Charge \$ 12.00 No. 11413A
6 Application for Sewer Connection.
0 Austin, Texas, Nov. 23, 1933
8 To the Superintendent of Sewer and Public Improvements,
City of Austin, Texas.
Sir:-
I hereby make application for sewer connection and instructions on premises
owned by B. A. Goodfriend
at 2418 Harris Blvd Street
which place is to be used as Lot 10 B1K1 residence
In this place there are to be installed 13 fixtures.
I agree to pay the City Sewer Department the regular ordinance charge.
Respectfully,
Benjamin A. Goodfriend
Location of Public Sewer
Stub Out Plot 158
Connected 11-27 193 3 HC 54 N D 322
Size of ~~stub~~ 6 inches random to
STUB 4 inches hooky sewer
2 Feet Deep minimum of curb
Feet from Property Line
Feet from Curb Line
Inspected by H. H. Bates
Connection made by Frank Robinson
RECEIVED-AUSTIN AE73

Application for a sewer connection from Benjamin A. Goodfriend (1933)

OWNER	M.D. Cooper	ADDRESS	2418 Harris Blvd
PLAT	158	LOT	10 & Sec N 30.62 of Lot 9 B1K 9
SUBDIVISION	Pemberton Heights		
OCCUPANCY	Remodel and Repair res		
BLDG. PERMIT #	190383	DATE	1-21-80
CONTRACTOR	Owner	OWNERS ESTIMATE	1,500.00
WATER TAP REC#		SEWER TAP REC#	

Building permit to M.D. Cooper to remodel and repair the house (1980)

A pool and enclosure was constructed in 1981.

NOTES:

The 1930 U.S. Census shows Bernhard and Augusta Goodfriend living in Yorktown, Texas with their three sons, Ervin, Nathaniel, and Melvin. Bernhard Goodfriend was then 42 years old, Augusta was 32, Ervin was 13, Nathaniel was 10, and Melvin was 3. The census report shows that Bernhard Goodfriend was born in Poland to Polish-born parents; Augusta was born in New York to Polish-born parents, and the three boys had all been born in Texas. Bernhard was listed as a retail dry goods merchant in Yorktown.

The 1920 U.S. Census shows Ben and Augusta Goodfriend in a rental house in Yorktown, Texas. This census reports indicates that Ben had been born in Russia, not Poland, and that he was a retail dry goods merchant. Augusta is also listed as a retail dry goods merchant. With them lived their son Irving, 3, born in Texas, Augusta's brother, Herman Dolich, who was then 12, and a servant, Texas-born Anna Jaeger.

Ben Goodfriend's 1917 draft registration card shows that he was born in 1886 in Russia, was living in Yorktown, Texas at the time, and was a merchant. His next-of-kin was listed as Gussie (Augusta).

Goodfriend Dies at 73; Rites Friday

A mercantile career of nearly a half century in Texas ended here Wednesday afternoon in the death of Benjamin A. Goodfriend, 73, founder, president and board chairman of Goodfriend's, well-known Austin women's department store, at 901 Congress Ave.

Death came to the well-known Austin merchant after he suffered a heart attack at the Goodfriend home at 11:30 a.m. He was taken to Seton Hospital for treatment but failed to respond.

Funeral services will be held at Cook Funeral Home Friday morning. The funeral hour has been tentatively set for 11:30 a.m. with burial to follow in Memorial Park. Rabbi David Jacobson of Temple Beth El of San Antonio

(See DIES, Page 1)

DIES

(Continued from Page One)

will be an officiant at the service. Goodfriend is survived by his widow, Mrs. Augusta Dolich Goodfriend, whom he married in New York City in 1915; and two sons, Irving Goodfriend and Nat Goodfriend, both of Austin. Another son, Melvin Goodfriend, died in 1953.

Goodfriend was born in Warsaw, Poland, June 12, 1887, and migrated to the United States as a boy of 13. After living in New York City for two years, he came to Texas and opened his first store in Yorktown in 1915. Mr. and Mrs. Goodfriend and their three sons moved to Austin in 1931 to expand their business and to permit the three sons to be educated and to graduate from the University of Texas. All three served in the Armed Forces in World War II and returned to Austin to make their home. Nat, a 1941 University graduate who also studied at the New York University School of Retailing, is executive vice president of Goodfriend's.

Goodfriend's opened their first store at 716 Congress Avenue but expansion brought a move to the present location at 901 Congress in 1946. Five years later the store was enlarged to its present size.

Goodfriend was a member of Temple Beth Israel and Congregation Agudas Achim. He also was a member of Temple Beth Israel Brotherhood and the Order of B'nai B'rith and also was a Scottish Rite Mason and member of Ben Hur Shrine Temple. He was a member of the Austin Chamber of Commerce.

During his 29 years in Austin, Goodfriend was actively identified in many charitable and philanthropic movements.

The Goodfriend Store at 901 Congress Avenue will be closed all day Friday for the funeral.

Obituary of Ben Goodfriend
Austin American, July 14, 1960

Augusta Dolich Goodfriend

Augusta Dolich Goodfriend, age 43, died Monday, September 4, 1989 in San Antonio, Texas.

She was born September 2, 1946 in New York City, New York, moving to Texas in 1914. She and her husband, Benjamin, sold dry goods in South Texas to farm families prior to opening a dry goods store in Yorktown, Texas. She and Benjamin moved to Austin in 1929 and opened Goodfriend's Specialty Store, located first at 716 Congress Avenue, moving later in 901 Congress Avenue, which she operated until she retired in August, 1971.

Mrs. Goodfriend was preceded in death by her husband, Benjamin in 1960 and sons, Nat in 1926 and Melvin in 1953.

She was affiliated with Temple Beth Israel since moving to Austin.

Graveside services will be held at 2:00 PM, Tuesday, September 5, 1989

at Agudas Achaim Cemetery-Austin Memorial Park with Rabbi Scott Saulson and Rabbi Louis Firestein officiating.

Survivors include son and daughter-in-law, Mr. and Mrs. Irving Goodfriend of Austin and granddaughter, Sarah, daughter-in-law, Mrs. Nat Goodfriend of Austin and grandsons, Gary and wife, Judy of Austin and Alan of Houston and granddaughter, Gay, of Dallas; and four great-grandchildren Marc and Amanda of Austin and Brian and Brent of Houston.

In remembrance, memorial contributions may be made to your favorite charity.

Arrangements by Cook-Walden Funeral Home, Lamar location.

Obituary of Augusta Goodfriend Austin American-Statesman, September 5, 1989

Nat Goodfriend

Nat Goodfriend, 63, of Austin died Friday.

Funeral services will be held 2:00 PM, Sunday in the Colonial Chapel of the Cook-Walden Funeral Home with Rabbi Louis Firestein officiating. Interment will be in Agudas Achaim Cemetery.

Nat Goodfriend was the owner of Goodfriend Store on Congress Avenue for many years, was president of Texas Income Property Investments, and a member of the Austin Commercial Real Estate Society. He also was a member of Temple Beth Israel and Temple Beth Israel Brotherhood.

He was the husband of Rosalie Goodfriend of Austin; father of Gary Goodfriend and Alan Goodfriend, both of Houston, and Guy Goodfriend of Austin; brother of Irving Goodfriend of Austin; son of Augusta Goodfriend of San Antonio; and grandfather of four.

Expressions of sympathy may be made to the American Heart Association or to the Temple Beth Israel.

Arrangements by Cook-Walden Funeral Home, Lamar location.

Obituary of Nat Goodfriend, son of Ben and Augusta Austin American-Statesman March 8, 1986

Irving Goodfriend

Irving Goodfriend, 77, of Austin died Friday, January 13, 1994, after a prolonged illness.

Mr. Goodfriend was born in Yorktown, Texas on May 1, 1916. He attended the Texas Military Institute in San Antonio and graduated from Austin High School in 1936. He received a Bachelor of Arts and a law degree from the University of Texas in 1943. In World War II he served as an infantry officer stationed in the Philippines. Mr. Goodfriend, a lifelong merchant, was associated with Goodfriend's department store on Congress and later had the names of the Sarah Gee, first located on Guadalupe and later at the 2600's. He served as a director of University State Bank and United Bank and on the board of directors of the Austin Symphony and Temple Beth Israel.

Mr. Goodfriend is survived by his wife, Jeannette M. Goodfriend; daughter, Sarah Goodfriend; sister-in-law and brother-in-law, Dr. Joanne and Dr. Jerome O. Ravel; sister-in-law, Birdie Fishbach; and numerous nieces and nephews.

A graveside service will be held at 2:00 PM on Sunday at Temple Beth Israel Cemetery II at Oakwood Cemetery.

Serving as pallbearers will be: Alvin Golding, Norris Goodfriend, Dr. Barry Goodfriend, Melvin Levine, Steve Leatherwood, Joel Florsheim, J. Stephen Ravel and Tony Rosano.

Arrangements by Cook-Walden Funeral Home, 6100 N. Lamar.

Obituary of Irving Goodfriend, son of Ben and Augusta Austin American-Statesman January 16, 1994

A. APPLICATION FOR HISTORIC ZONING

OK to go
SS
9-18-09

PROJECT INFORMATION:

10346764

DEPARTMENTAL USE ONLY	
APPLICATION DATE: <u>9/29/09</u>	FILE NUMBER(S): <u>C14H-2009-0049</u>
TENTATIVE HLC DATE: _____	
TENTATIVE PC or ZAP DATE: _____	
TENTATIVE CC DATE: _____	CITY INITIATED: YES / NO
CASE MANAGER: <u>Steve S.</u>	ROLLBACK: YES/NO
APPLICATION ACCEPTED BY: <u>Carman</u>	

BASIC PROJECT DATA:

1. OWNER'S NAME:	<u>Robert & Mary Coote</u>
2. PROJECT NAME:	<u>The Goodfriend House</u>
3. PROJECT STREET ADDRESS (or Range):	<u>2418 Harris Blvd.</u>
ZIP	<u>78703</u>
COUNTY:	<u>Travis</u>
IF PROJECT ADDRESS CANNOT BE DEFINED ABOVE:	
LOCATED _____	FRONTAGE FEET ALONG THE <u>N. S. E. W.</u> (CIRCLE ONE) SIDE OF
(ROAD NAME PROPERTY FRONTS ONTO), WHICH IS	
APPROXIMATELY _____	DISTANCE FROM ITS
INTERSECTION WITH _____	CROSS STREET.

AREA TO BE REZONED:

4. ACRES <u>0.4111</u>	(OR)	SQ.FT. _____			
5. ZONING AND LAND USE INFORMATION:					
EXISTING ZONING	EXISTING USE	TRACT# (IF MORE THAN 1)	ACRES / SQ. FT.	PROPOSED USE	PROPOSED ZONING
<u>SF-3</u>	<u>Residence</u>	_____	_____	<u>Residence</u>	<u>SF-3-H</u>
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

RELATED CURRENT CASES:

6. ACTIVE ZONING CASE?	(YES/NO)	FILE NUMBER:	_____
7. RESTRICTIVE COVENANT?	(YES/NO)	FILE NUMBER:	_____
8. SUBDIVISION?	(YES/NO)	FILE NUMBER:	_____
9. SITE PLAN?	(YES/NO)	FILE NUMBER:	_____

PROPERTY DESCRIPTION (SUBDIVISION REFERENCE OR METES AND BOUNDS):

10a. SUBDIVISION REFERENCE: Name: Pemberton Heights Section 1 10346764
 Block(s) _____ Lot(s) 10, N 30.62544 Outlot(s) _____
 Plat Book: _____ Page: Lot 9, Block 1
 Number: _____
 10b. METES AND BOUNDS (Attach two copies of certified field notes if subdivision reference is not available or zoning includes partial lots)

DEED REFERENCE CONVEYING PROPERTY TO PRESENT OWNER AND TAX PARCEL I.D.:

11. VOLUME: _____ PAGE: _____ TAX PARCEL I.D. NO. 01150105020000

OTHER PROVISIONS:

12. IS PROPERTY IN A ZONING COMBINING DISTRICT / OVERLAY ZONE? YES ☒ NO ☐
 TYPE OF COMBINING DIST/OVERLAY ZONE (NCCD, NP, etc) _____
 13. LOCATED IN A LOCAL OR NATIONAL REGISTER HISTORIC DISTRICT? YES ☐ NO ☒
 14. IS A TIA REQUIRED? YES ☐ NO ☒ (NOT REQUIRED IF BASE ZONING IS NOT CHANGING)
 TRIPS PER DAY: _____
 TRAFFIC SERIAL ZONE(S): _____

OWNERSHIP TYPE:

15. ☒ SOLE ☐ COMMUNITY PROPERTY ☐ PARTNERSHIP ☐ CORPORATION ☐ TRUST
 If ownership is other than sole or community property, list individuals/partners/principals below or attach separate sheet.

OWNER INFORMATION:

16. OWNER CONTACT INFORMATION
 SIGNATURE: Mary Stachurski Cocke NAME: Robert & Mary Cocke
 FIRM NAME: _____ TELEPHONE NUMBER: _____
 STREET ADDRESS: 2418 Harris Blvd.
 CITY: Austin STATE: Tx ZIP CODE: 78703
 EMAIL ADDRESS: _____

AGENT INFORMATION (IF APPLICABLE):

17. AGENT CONTACT INFORMATION
 SIGNATURE: S Deaderick NAME: Suzanne Deaderick
 FIRM NAME: Historic Research & Representation TELEPHONE NUMBER: 512-477-2929
 STREET ADDRESS: 2502 Harris Blvd.
 CITY: Austin STATE: Texas ZIP CODE: 78703
 CONTACT PERSON: Suzanne Deaderick TELEPHONE NUMBER: 477-2929
 EMAIL ADDRESS: Suzanne@Grande.com.net

DEPARTMENTAL USE ONLY:

D. SUBMITTAL VERIFICATION AND INSPECTION AUTHORIZATION

SUBMITTAL VERIFICATION

My signature attests to the fact that the attached application package is complete and accurate to the best of my knowledge. I understand that proper City staff review of this application is dependent upon the accuracy of the information provided and that any inaccurate or inadequate information provided by me/my firm/etc., may delay the proper review of this application.

PLEASE TYPE OR PRINT NAME BELOW SIGNATURE AND
INDICATE FIRM REPRESENTED, IF APPLICABLE.

Suzanne Deaderick 9/17/09
Signature Date
Suzanne Deaderick
Name (Typed or Printed)
Historic Research & Represent.
Firm (If applicable)

INSPECTION AUTHORIZATION

As owner or authorized agent, my signature authorizes staff to visit and inspect the property for which this application is being submitted.

PLEASE TYPE OR PRINT NAME BELOW SIGNATURE AND
INDICATE FIRM REPRESENTED, IF APPLICABLE.

Mary Stinchcomb Cooke
Signature Date
Robert or Mary Cooke
Name (Typed or Printed)

Firm (If applicable)

E. ACKNOWLEDGMENT FORM

concerning
Subdivision Plat Notes, Deed Restrictions,
Restrictive Covenants
and / or
Zoning Conditional Overlays

I, Suzanne Deaderick have checked for subdivision plat notes, deed restrictions,
(Print name of applicant)

restrictive covenants and/or zoning conditional overlays prohibiting certain uses and/or requiring certain development restrictions i.e. height, access, screening etc. on this property, located at

2418 Harris Blvd.
(Address or Legal Description)
Austin, Texas 78703

If a conflict should result with the request I am submitting to the City of Austin due to subdivision plat notes, deed restrictions, restrictive covenants and/or zoning conditional overlays it will be my responsibility to resolve it. I also acknowledge that I understand the implications of use and/or development restrictions that are a result of a subdivision plat notes, deed restrictions, restrictive covenants and/or zoning conditional overlays.

I understand that if requested, I must provide copies of any and all subdivision plat notes, deed restrictions, restrictive covenants and/or zoning conditional overlay information which may apply to this property.

S Deaderick
(Applicant's signature)

9/17/09
(Date)

TAX CERTIFICATE
Nelda Wells Spears
Travis County Tax Assessor-Collector
P.O. Box 1748
Austin, Texas 78767
(512) 854-9473

NO 1041940

COUNT NUMBER: 01-1501-0502-0000

PROPERTY OWNER:

COCKE MARY STINCHCOMB
2418 HARRIS BLVD
AUSTIN, TX 78703-2406

PROPERTY DESCRIPTION:

LOT 10 *E N 30.625FT OF LOT 9 BLK
1 PEMBERTON HEIGHTS SEC 1

ACRES 0.000 MIN% .00000 TYPE

SITUS INFORMATION: 2418 HARRIS BLVD

This is to certify that after a careful check of tax records of this office, the following taxes, delinquent taxes, penalties and interests are due on the described property of the following tax unit(s):

YEAR	ENTITY	TOTAL
2008	AUSTIN ISD	*ALL PAID*
	CITY OF AUSTIN (TRAV)	*ALL PAID*
	TRAVIS COUNTY	*ALL PAID*
	TRAVIS COUNTY HEALTHCARE DISTRICT	*ALL PAID*
	ACC (TRAVIS)	*ALL PAID*
TOTAL SEQUENCE 0		*ALL PAID*

TOTAL TAX:	*ALL PAID*
UNPAID FEES:	* NONE *
INTEREST ON FEES:	* NONE *
COMMISSION:	* NONE *
TOTAL DUE ==>	*ALL PAID*

TAXES PAID FOR YEAR 2008 \$24,342.43

ALL TAXES PAID IN FULL PRIOR TO AND INCLUDING THE YEAR 2008 EXCEPT FOR UNPAID YEARS LISTED ABOVE.

The above described property may be subject to special valuation based on its use, and additional rollback taxes may become due. (Section 23.55, State Property Tax Code). Pursuant to Section 31.08 of the State Property Tax Code, there is a fee of \$10.00 for all Tax Certificates.

GIVEN UNDER MY HAND AND SEAL OF OFFICE ON THIS DATE OF 09/14/2009

Fee Paid: \$10.00

Nelda Wells Spears
Tax Assessor-Collector

By: Luma Orleans

Deed Chronology
2418 Harris Blvd.

Transaction	Volume/Page	Date
Austin Development Co. to Joe Dacy	442/586	2-14-28
Joe Dacy to Max J. Werkenthin	454/491	11-15-29
Max & Louise Werkenthin to B.A. Goodfriend	488/247	2-11-33
Augusta Goodfriend to Trustees	5914/1526	3-14-77
Nat Goodfriend, Trustees to Don & Ann Cooper	6751/2227	10-9-79
Don & Ann Cooper to Mary Stinchcomb Cocke	11847/2399	1-4-93

**Chronological Listing of Owners/Occupants
2418 Harris Blvd.**

Year	Occupant Name	Source
1933-79	B. A. & Augusta Goodfriend	City Directory
1980-92	Don & Ann Cooper	City Directory
1993-present	Bob & Mary Cocke	City Directory

Biography of Benjamin & Augusta Goodfriend

Having moved from New York City to Yorktown ("the wilds of Texas") in 1915 to bring ready-to-wear clothing to the Southwest, Benjamin and Augusta Goodfriend saw their store become the buying center of the DeWitt County area. In 1931, the Goodfriends opened their first store in Austin at 716 Congress Avenue. They had moved to Austin in order to educate their three sons and to expand their merchandising business, and ended up becoming one of Austin's oldest merchandising families.

In the beginning, *Goodfriends* was a family operated store with Benjamin and Augusta on duty full time and the three boys sweeping the floors or delivering packages after school. Their business thrived, and in 1946 they moved to a two story building at Ninth and Congress. That store was enlarged in 1951 to accommodate their continued growth.

The boys grew up with Austin, graduated from the University of Texas, served in World War II and came home to Austin. Nat, who also studied at the New York University School of Retailing, became executive vice president while his father served as president and chairman of the board.

In 1964, *Goodfriends* celebrated a half century of merchandising in Texas with 33 of those years on Congress Avenue in Austin.

The Goodfriends purchased the lot at 2418 Harris Boulevard in 1933 and hired Page Southerland Page to design their beautiful Mediterranean style home. Noted Austin sculptor

Peter Mansbendel carved the fireplace in the front room. The Goodfriend family lived in this house for 46 years.

Biography of Don & Ann Cooper

Don Cooper was an attorney and chemical engineer, and Ann taught school. He and his wife and children lived in the house for 14 years.

Biography of Mary Stinchcomb & Robert Cocke

Mary Stinchcomb Cocke has been an antique dealer, and an independent oil and gas operator.

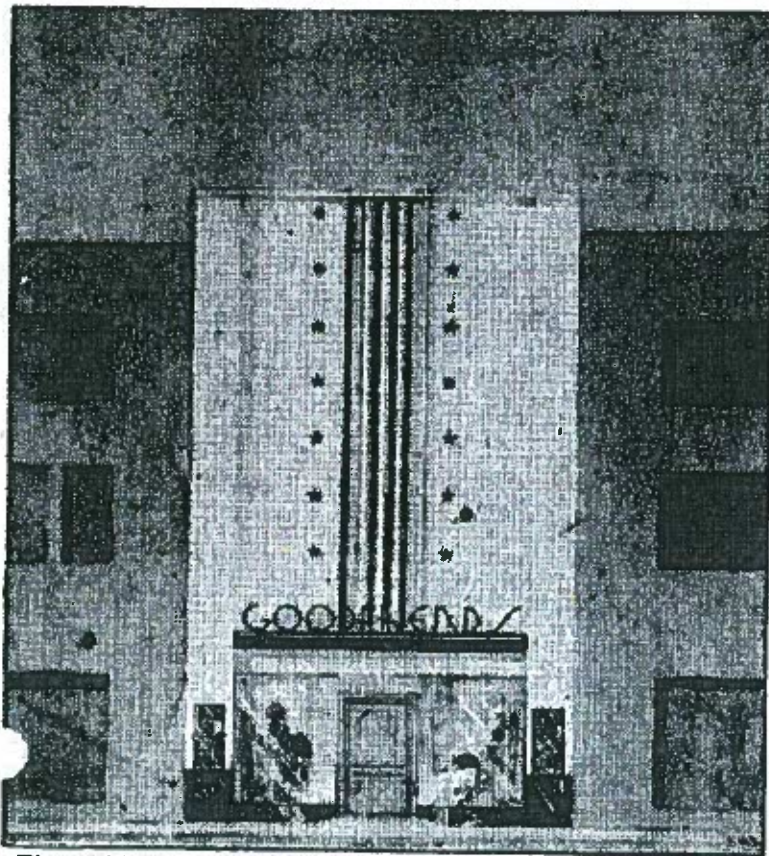
Robert Cocke has an academic research background and is active on non profit boards in central Texas. Currently he is chair of the Minds Science Foundation in San Antonio.

They have both lived in Austin since the mid 1960's.



Goodfriend's at 716 Congress Avenue after the 1941 Streamline Moderne remodel.

Modernized Store



The architect's drawing of the new modernistic front of Goodfriend's, at 716 Congress, is pictured above. The store, which is rounding out 10 years in Austin, will have formal opening of its completely renovated and restocked store Monday. Irving Goodfriend, manager, extended invitations to Austin and Central Texas friends to attend the open house and inspect the new lines of Easter clothes.

A.M. 4. 716 Congress - 3-30-41

Formal Opening Of Goodfriends Is Set Monday

Goodfriend's announces the formal opening of their shop at 716 Congress Monday.

The enlargement and remodeling of the shop is in keeping with their established reputation of having one of Austin's most beautiful shops.

The striking modernistic front and the smart interior have already attracted exciting comments from customers and passersby. The redecoration and remodeling of the shop was especially designed to fulfill a Goodfriend policy of 10 years' standing: to keep in step with the growth and progress of Austin and Central Texas.

History, in this instance, did not repeat itself; for time was fleet in the change of the shop's design from the French period to the sleek modernistic age.

California Version

The front features a duo-toning of desert tan in the Californian version of modern architecture. Particularly striking are the slender recessed columns accented with bronze stars.

The display windows have a deft cosmopolitan air and feature soft satin drapes. Lester Gaba models will feature the fashionable new in women's apparel.

The interior of the store is chic in its color scheme of blossom pink with a royal blue carpet for smart contrast. A mirrored alcove has been designed to provide the ultimate in comfort for the feminine and masculine shopper.

Fluorescent Lighting

Featured throughout the shop is fluorescent light, a new development in the merchandising world which enables the customer to see colors and fabrics as they appear in the daylight. Each fitting room is equipped with the new light and with an individual air-conditioning outlet to provide the shopper with every convenience.

In the rearrangement, ample fitting, display and selection room has been provided for.

The timeliness of the formal opening Monday is accentuated by the nearness of the Easter season, when spring fashions make their official debut. The very loveliest of fine fashions have arrived for the occasion. Smart sportswear, a fashion highlight, is being given a prominent position in the new spring wardrobe.

Another addition to the store is the new credit service.

Make an appointment to see and enjoy Austin's new shop—beautiful Goodfriend's at 716 Congress.



Goodfriend's at 901 Congress Avenue (post-1951)

AF Clothing Store History Center 1155 (15)
Goodfriend's

NEVER SUCH Savings

on Fur Coats!

EVERY COAT A FASHION LEADER!

Now's the time to save a young fortune on your fur coat! Styles are this season's most important—with rich furs used lavishly in the newest ways! All top quality fur coats offering you more value, more style for less money! Buy your fur coat now—enjoy it for the holidays at enjoyable savings!

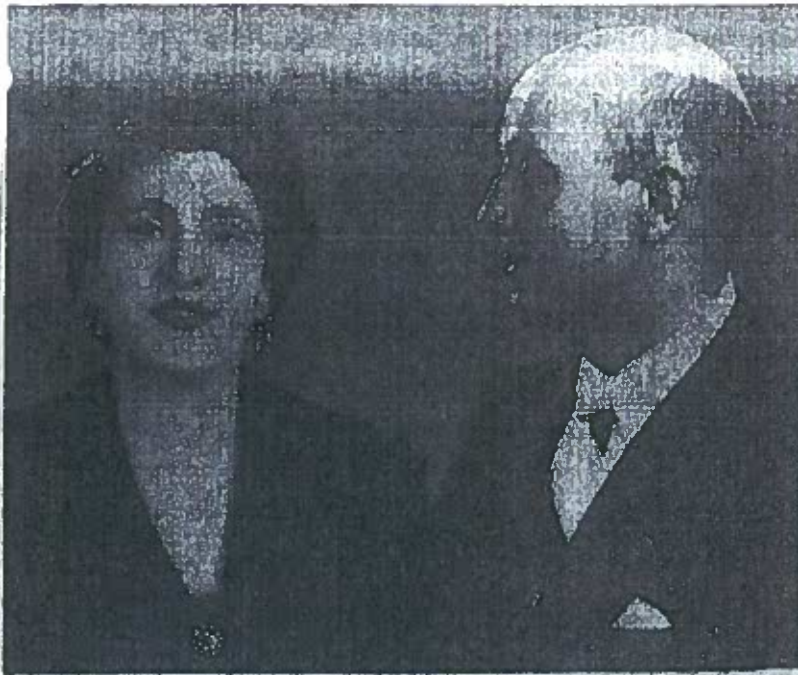
SKUNK COATS
Black, silky skunk in new finger-tip length! Square shoulders! New sleeve!
\$159 to \$198

PERSIAN LAMB
Tightly curled, high quality skins!
Schapparella Tubular Models
\$298 to \$398

Included are—Jap minks, Jap weasels, squirrel weasels, muskrat, marmoset and sealine.
Special—If choice lapins in black and brown—\$38 to \$55.

Goodfriends
Fashion Salon
716 Congress

1939 advertisement for Goodfriend's



MR. AND MRS. BENJAMIN GOODFRIEND CELEBRATE 45 YEARS IN TEXAS
 "Now that we look back on all that's happened, they have been wonderful years."

Goodfriends To Note 45th Year in Texas

By MARI WIGHTMAN
 Memories, which sometimes have a tendency to fade and crackle like a sheet of old paper, are new all over again at the Benjamin Goodfriend home this week.

The Goodfriends, one of Austin's oldest merchandising families, celebrate their 45th anniversary in Texas Oct. 11-17. Twenty-eight of those 45 years have been spent in the Capital City.

"And now that we look back on all that's happened, they have been wonderful years," Mrs. Goodfriend says.

Many times they seemed full of 26-hour days with every hour devoted to buying or selling or

store-building in Yorktown and Austin.

When Benjamin and Augusta Goodfriend moved to "the wilds of Texas" from New York City in 1915, they found a new opportunity to bring ready-to-wear clothing to the Southwest.

"There wasn't a single ready-to-wear store in all of DeWitt County when we moved to Yorktown," Mrs. Goodfriend recalls. "We tried to bring New York to this part of Texas—and made so many friends doing just that."

The Goodfriends built their first Texas store in Yorktown and saw it become the buying center of the DeWitt County area. They moved to Austin in 1931 for two reasons: to educate their three

sons and to expand their merchandising business.

"The boys grew up in the store and they grew up with Austin. Then, they graduated from the University of Texas, served in the armed forces during World War II, and came home to Austin."

One son, Nat, a 1941 University graduate who also studied at the New York University School of Retailing, is now executive vice-president of Goodfriends. Benjamin Goodfriend still serves as president and board chairman.

At the beginning, Goodfriends was a family operated store with Benjamin and Augusta on duty full time and the three boys sweeping the floors or delivering packages after school.

Mrs. Ray Walker, a Goodfriends saleslady since 1933, remembers the vice president as a 10-year-old youngster working at his store chores after school.

"Oh, little Nat was pretty good at his job," she smiles. Soon he grew big enough to be promoted to delivery boy. And he's been in and out of the store ever since.

"But, I remember the older Goodfriends best. You've never seen anyone as particular about a window display as Mrs. Goodfriend or a store owner, as set on just how a package should be wrapped as Mr. Goodfriend. Everything about this store had to be just right."

The Goodfriends opened their first store at 716 Congress. When they moved to their present location in 1946, the building was two stories high and 100 feet deep down Ninth Street. The store was enlarged to its present size in 1951.

Mrs. Walker, along with Mrs. Cora Scholtz Price, is one of the store's veteran employees. They have seen the generation grow and a new group of children take their place.

"It's really been fun to wait on the mothers and then see the young daughters come into the store for their first party dress or even wedding gown. And this happens all the time," Mrs. Walker admits.

But, there are new faces in the store, too. John Claman is new controller and general manager and Mrs. Margaret Wedell of Dallas is the new general merchandise manager.

"You know, the British are fond of their slogan, 'There'll always be an England.' Well, we'd like to go them one better and say there will always be a Congress Avenue and there'll always be a Goodfriends," the lady who came to Texas with Benjamin Goodfriend says.

It's just 45 years ago.

American-Statesman
 Oct. 11, 1960

January 28, 1951



BEN GOODFRIEND

Latest Expansion Phase Starts On Goodfriends' Avenue Store

Goodfriends, Inc. announced Saturday through its president, Benjamin Goodfriend, that construction has been started on the second phase of the Goodfriend expansion program originally started more than four years ago when the firm moved to its present location at Ninth and Congress Avenue.

Plans call for the extension of the floor space on the first and second floors and addition of a third story, all of which was a part of the store's original blueprint.

Goodfriend said more than 13,000 square feet of floor space is being added, making more than 22,000 square feet in all for the display and sale of merchandise. New departments and services are included in the store's expansion program.

Concerning the new expansion program, Goodfriend said, "It is with faith and confidence in the future of our country, state and city that we proceed with the second phase of our original expansion program to have a store that has consistently kept pace with the

time, with the people, with Austin, and with the Southwest.

"Proud to be a part of this amazing land, we share with civic pride Austin's faith in the future evidenced by our city's large building construction program now in progress.

"Just as a city's growth is based on a solid past, so is the growth of Goodfriend's, which, in the 40 years since its founding, has achieved a time-honored reputation for quality, courtesy, service, and fashion authority."



MRS. B. A. GOODFRIEND IS AUSTIN FASHION EXPERT
Her formula for well dressed women: understated elegance

Golden Anniversary

Goodfriends Will Celebrate

By MARY WIGHTMAN

There is more than one way to say "fifty."

You can get down 50 or five-zero or half-a-century or 50 times-two. You might even go back to fifty.

At Goodfriends this year 50 equals Golden Anniversary.

For it was half a century ago in Yorktown, Texas, that Ben James and Augusta Goodfriend, a pair of New Yorkers with a flair for merchandising and a yen to try it in the Wild West, opened their first store.

Savetee years later, in 1911, they came to Austin so their store could grow big with the city and their sons could attend the University of Texas.

Monday, at 9:30 a.m., the specialty store at Ninth and Congress will begin its Golden Celebration complete with ribbon cutting and special merchandise sent direct from New York for the one-week anniversary sale.

One week and a day later the store will celebrate the event with a night-time flay—a summer social for employees at Westwood Country Club. Mrs. Rae Walker, a member of the Goodfriends sales staff since 1933, will be presented a special gift at the party.

Yet no one, but so one (to quote a New York state also famed for merchandising newsmen) will have more fun than Mrs. B. A. Goodfriend, widow of the store's founder.

For although she has spent most of her adult life helping to build Goodfriends, the perkiness of the store has never worn tired of the job. Today she is "hospitably chairman" of the second floor.

"I like to be on hand to make sure our customers get the best possible treatment," Mrs. Goodfriend, a lady equally at home at the fashion salon or coffee parlor, says. She also has her own ideas on how the well-groomed American woman should appear to public.

"The woman of good taste likes her clothes suited to her personality, a quiet elegance that is understated smartness."

Stems may go up down or sideways, but this law of fashion never changes, according to Augusta Goodfriend.

Both Mrs. Goodfriend and her son, Nat, consider more than good taste and hard length in future plans for the store's second half-century, however.

"We have great faith in the future of downtown Austin," the younger Goodfriend points out.

"When we leased this building for 50 years in 1908, there had never been a ladies' store on the East side of Congress Avenue. Yet, we were convinced there should be."

Goodfriend looks to the two ends of Congress Avenue—the growing State Capitol campus and Town Lake—as anchor points for the future of downtown.

There is plenty of growth room, but there is also room for renovation and change.

More special jubilee celebration events are planned throughout the year, including a fashion show in September, a second major savings event in October and a big Golden Christmas in December.