Revised

South Llano Strategies
Po Box 49444
Austin, TX 78756
www.southllano.com

300 Colorado Street

Dossier on Architectural and Occupational History

Architectural History: Before 1925

The earliest picture we have of the site is from circa 1905. It shows The Two Brothers Saloon.

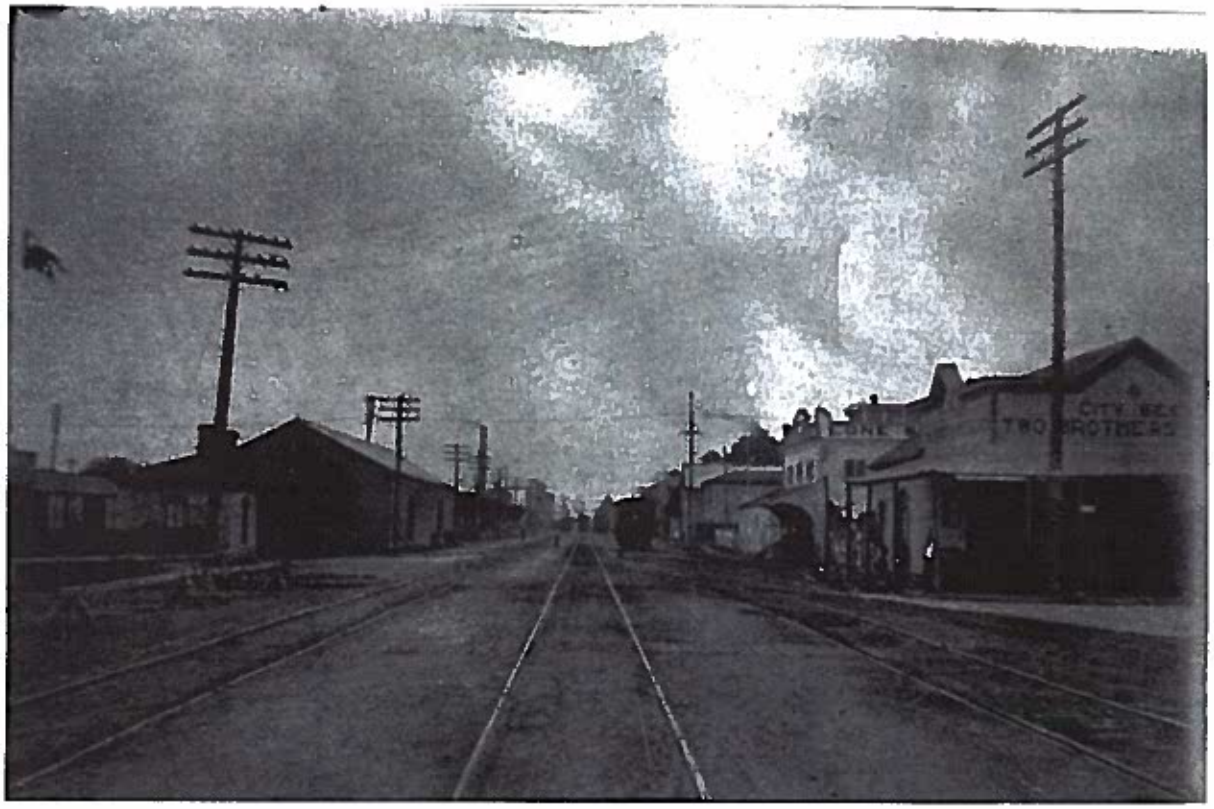


Photo 1: 3rd Street looking East towards Colorado Street. 1905. Austin History Center.[1]

The City Directory shows that subsequently the site hosted a barber shop and a soda works. All of this history was completely lost when the current building was erected and the conversation is now reset to circa 1925.

[1] A full list of photos and their citations is compiled in Attachment A.

Architectural History: 1925-1968

The current one-story, brick warehouse building was erected on the site circa 1925. County Tax records show a large increase in the value of the property between 1924 and 1927, indicating an improvement circa 1925. In addition, the City Directory shows a variety of warehouse uses taking up residence at that address. Two photos from the middle of the century show the building in this era.

A photo from 1952 shows a view of 3rd street, looking east from Lavaca. The building's south and west elevations can be seen on the left of the frame.

Photo 2: View from Lavaca looking East down 3rd street. 11/20/1952. Austin History Center.

An aerial photo from 1959 that gives a fairly clear view of 300 Colorado. The side facing the viewer is the south elevation, along 3rd street. The south elevation shows the original fenestration patterns along with a garage door on the western corner which probably served as a loading area. On the east elevation, the outline of a canopy can be seen.

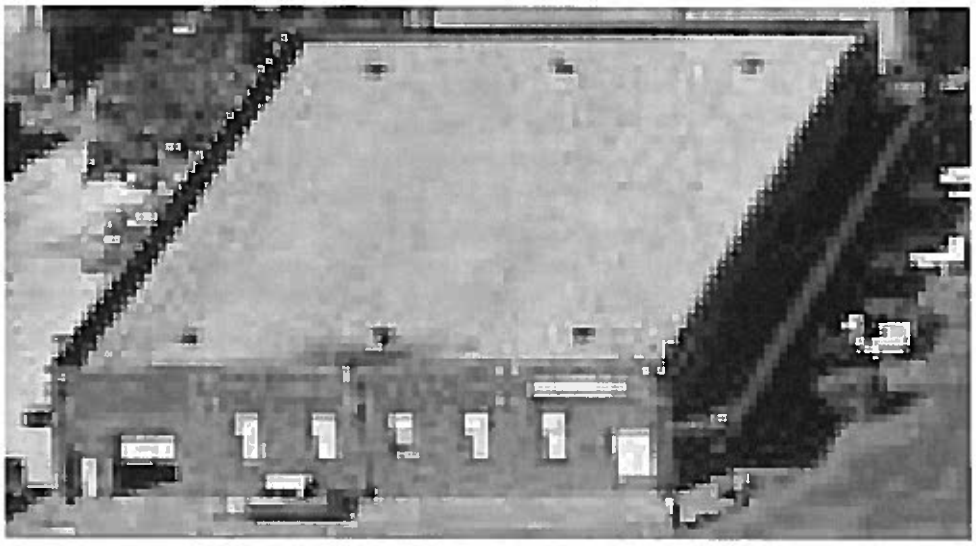


Photo 3: Zoomed-in aerial View of Downtown Austin. 11/7/1959. Neall Douglass Collection.

Architectural History 1968 – 1995

Air Conditioning Inc purchases the site circa 1967. Air Conditioning Inc. makes major alterations to the building. A 1968 aerial photo shows that the structure is much lighter than in the previous photos. In addition, it appears that the canopy fronting Colorado street was removed. Finally, Air Conditioning Inc substantially alters the fenestration pattern on the south elevation. Compare the windows and doors in Photo 3 to Photo 4; in Photo 4 the windows are shorter and the door near Colorado Street is no longer present.

Photo 4: Zoom-in of an aerial view of downtown Austin. 1/6/1968. Neall Douglass Collection.

In Photo 5, 300 Colorado is the white building at end of frame. The building has been painted white and the canopy removed. Compare to Photo 3.

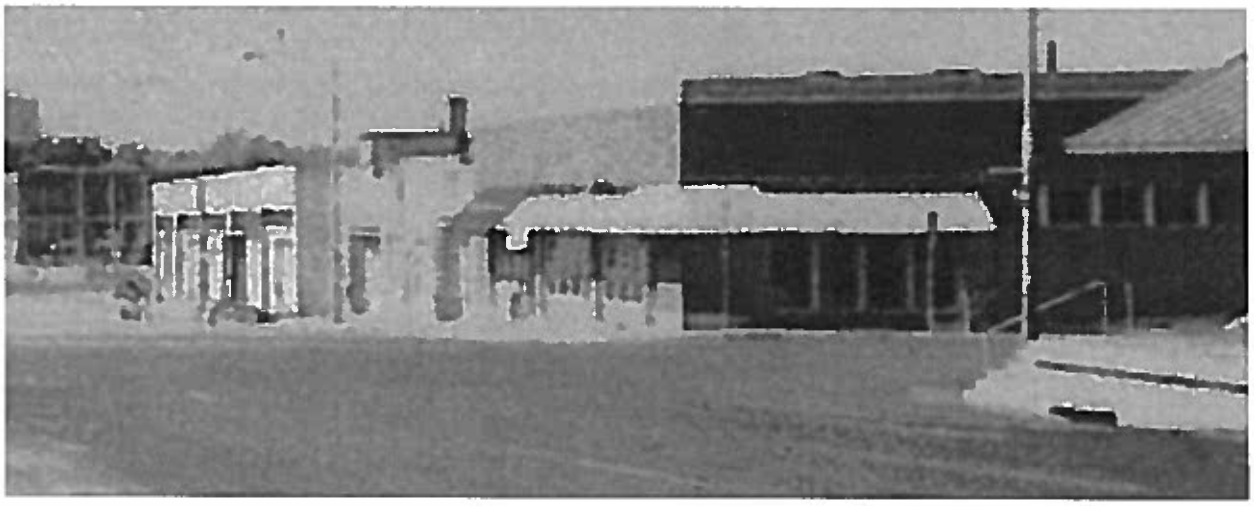


Photo 5: A view of Colorado Street looking South from 5th and Colorado. 1985. Austin History Center.

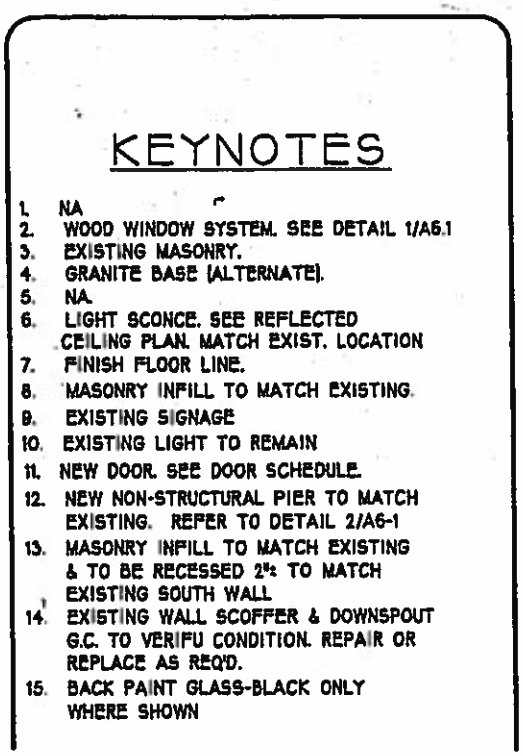
Photo 6: Remnants of the White Paint on Sullivan's. 8/5/2017. John Laycock.

Architectural History: 1995-2017

In 1995, Sullivan's begins renting the site for their Steakhouse. Sullivan's completely refurbishes the building in 1995 and again in 1997. Changes include sandblasting all the bricks, changing and extending the east-facing fenestration and adding a new wood finish, adding a door to the south side of the property, and bricking up windows on the west side. Sullivan's replaces most of the bricks and almost every door and window.

KEYNOTES

1. AWNING & EXPOSED STRUCTURE. FABRIC AS SELECTED BY ARCHITECT.
2. WOOD WINDOW SYSTEM. SEE DETAIL.
3. EXISTING MASONRY. CONTRACTOR TO SANDBLAST. CLEAN AND REPAIR AS REQ'D.
4. GRANITE BASE (ALTERNATE).
5. NEW LIMESTONE CAP AS REQ'D FOR NEW ROOF INSTALLATION
6. LIGHT SCONCE. SEE REFLECTED CEILING PLAN.
7. FINISH FLOOR LINE.
8. MASONRY INFILL TO MATCH EXISTING.
9. SIGNAGE BY OWNER.



KEYNOTES

1. NA
2. WOOD WINDOW SYSTEM. SEE DETAIL 1/A6.1
3. EXISTING MASONRY.
4. GRANITE BASE (ALTERNATE).
5. NA.
6. LIGHT SCONCE. SEE REFLECTED CEILING PLAN. MATCH EXIST. LOCATION
7. FINISH FLOOR LINE.
8. MASONRY INFILL TO MATCH EXISTING.
9. EXISTING SIGNAGE
10. EXISTING LIGHT TO REMAIN
11. NEW DOOR. SEE DOOR SCHEDULE.
12. NEW NON-STRUCTURAL PIER TO MATCH EXISTING. REFER TO DETAIL 2/A6-1
13. MASONRY INFILL TO MATCH EXISTING & TO BE RECESSED 2½± TO MATCH EXISTING SOUTH WALL
14. EXISTING WALL SCOFFER & DOWNSPOUT G.C. TO VERIFU CONDITION. REPAIR OR REPLACE AS REQ'D.
15. BACK PAINT GLASS-BLACK ONLY WHERE SHOWN

Keynotes from Sullivan's 1995 renovation plans (left) and 1997 plan (right) They indicate that among other things, Sullivan's added a new awning and window system, sandblasted the existing masonry and added masonry infill. The full plans are attached as Attachments B and C.

Photo 7: (left) close-up of West Fenestration from 1952. 11/20/1952. Neall Douglas Collection.

Photo 8: (right): West fenestration of Sullivan's Steakhouse. 8/5/2017 John Laycock.

The original, rear fenestration (left) and the current fenestration (right), reflects the complete alteration of the window pattern – with windows walled in.

The original loading dock has been bricked up and turned into a door.

Photo 9: Door, formerly garage door, on Sullivan's south elevation. 8/5/2017. John Laycock.

Architectural History – Summary

Before 1925: Before 1925, the site contained a bar and then several other small businesses. Any architectural evidence or artifacts from these buildings has been completely lost.

1925-1968: The building was erected circa 1925. It was a one-story brick warehouse. The south elevation had a loading area on the west side, and the east elevation likely had a canopy.

1967-1995: Circa 1967 the building was bought by an air conditioning company. Air Conditioning Inc painted the brick white and removed the canopy on the side facing Colorado. It is likely they also did some brick work, including changing the doors and windows on the south elevation.

1995-2017: Sullivan's performed an extensive rearrangement of the façade on the three most public sides in 1995 and again in 1997. The exterior building saw significant changes, such that much of the original exterior is gone.

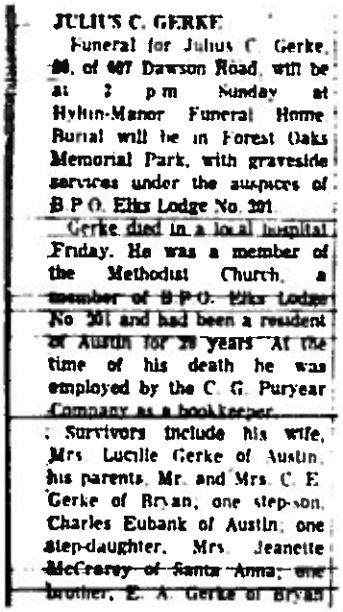
Conclusion: 4 different kinds of brick in a single shot reveal extensive alterations since the building was constructed in 1925. The site contains little of its integrity or original brick, fenestration, or door pattern.

Photo 10: Southwest Corner of Sullivan's. 8/5/2017. John Laycock.

Occupation History

After being erected in 1925, the building held a succession of different businesses as tenants. None were notable, the most easily documented was the Milwaukee Bottling Company, which was located there from 1927 to 1935. The two partners in this business were Reinhardt Franke and Julius C. Gerke. The home of Reinhard Franke came before the Historic Landmark Commission on June 23rd, 2014. Staff noted his historical connection to The Milwaukee Bottling Company, but did not recommend historic zoning, commenting that it lacked "sufficient…historical significance." The backup for this meeting is attached as an Attachment D.

The other partner in the Milwaukee Bottling Company, Julius Gerke, was a native of Waco. His obituary notes that he was not actually living in Austin at the time Milwaukee Bottling Company was active. He died in 1964 – the obituary notes that he had been a resident in Austin for 20 years; accordingly, he was not a resident of Austin in 1927, when Milwaukee Bottling Company was first recorded at 300 Colorado.



JULIUS C. GERKE

Funeral for Julius C. Gerke, 66, of 407 Dawson Road, will be at 2 p.m. Sunday at Hylin-Manor Funeral Home. Burial will be in Forest Oaks Memorial Park, with graveside services under the auspices of B.P.O. Elks Lodge No. 201.

Gerke died in a local hospital Friday. He was a member of the Methodist Church, a member of B.P.O. Elks Lodge No. 201 and had been a resident of Austin for 20 years. At the time of his death he was employed by the C. G. Puryear Company as a bookkeeper.

Survivors include his wife, Mrs. Lucille Gerke of Austin, his parents, Mr. and Mrs. C. E. Gerke of Bryan, one step-son, Charles Eubank of Austin, one step-daughter, Mrs. Jeanette McCrarey of Santa Anna, one brother, E. A. Gerke of Bryan.

Obituary: Julius C Gerke.

Finally, the current occupant is Sullivan's Steakhouse, one of 16 in a national chain.

Attachments

Attachment A: Index of Pictures Used

Attachment B: Sullivan's Addition Plan Set 10/16/95

Attachment C: Sullivan's Addition Plan Set 1/24/97

Attachment D: Historic Landmark Commission, June 23rd, 2014, Demolition and Relocation Permits, HDP-2014-0418, 908 Nueces Street